

# Where do you live?

...in the city?...in the country?...in the suburbs?

*There is a Sears catalog shopping service planned just for you!*

You see on this page a brief description of our various catalog shopping services. It will pay you to make sure you are familiar with what each one offers in the way of convenience and time-saving.

If you do not have your own copy of Sears catalog, just write to the address below and we will send you one.

And remember, no matter how you shop from Sears catalogs..by mail..by phone..in person..you can use Sears Easy Terms. It's the convenient way to have fall and winter things when you want them.



## **Shop at Sears Catalog Sales Office**

Visit or phone a Sears Catalog Sales Office for the best in catalog shopping service. Our Offices have special catalogs, circulars, sample and swatch books and merchandise displays to help with your shopping. Sales people will help you measure, will write and mail your order for you. You save postage and money order fees. If you pick up orders at the Office you save on delivery charges, too. See pages 1480, 1481 for Office locations.



## **Shop at home by Phone**

If pages 1477 to 1481 list a Sears catalog telephone shopping service for your area, make a note of the number. Use it often for the quickest, most convenient way to shop. Simply give our phone clerk the catalog number, description and price of merchandise you want. Order on Sears Easy Terms if you wish. Have your order delivered or arrange pick-up at nearest Sears location and save still more time and money.



## **Shop at home by Mail**

You can take your time and relax shopping in this store that never closes. Study illustrations and descriptions you can trust. Choose exactly what you want from the more than 100,000 items Sears catalogs offer. You'll find broad assortments and wide selections of goods in every price range, in the newest types of merchandise as well as in familiar items. List your choices on a Sears order blank and mail to us. See page 1482.



## **Shop at Sears retail store Catalog Sales Departments**

Every Sears retail store has a catalog order department where you can place catalog orders in person or by phone. You get the benefit of low catalog prices and you also will find here many of the services offered by Sears Catalog Sales Offices. Next time you are in a Sears store, visit the Catalog Sales Department. You'll see how simple it is to get all your shopping done quickly at Sears. See page 1477.

**FALL AND WINTER - 1956**

**SEARS, ROEBUCK AND CO., 925 S. Homan Ave., Chicago 7, Ill.**

• *Satisfaction guaranteed or your money back*



Shop the easy, modern way **BY TELEPHONE**,  
See pages 1477 to 1481 for numbers to call.





For Gloves,  
see Glove Pages

**Natural Mink Collar on  
100% IMPORTED CASHMERE**  
*Milium Insulated Lined*

**\$125.00** cash, \$12.50 down Misses' sizes

Mink, the magnificent, on precious cashmere, the aristocrat of coat fabrics... a combination of incomparable beauty and fashion elegance. Wear clutched to your figure or let it flow freely. Milium insulated any-weather lining of acetate satin guaranteed for the life of the coat.

*Misses' sizes 8, 10, 12, 14, 16, 18. See size chart on page 100. State size. Shpg. wt. 6 lbs.*

17 G U1908-Black with white mink... \$125.00

17 G U1909-Lt. beige with ranch mink... 125.00

17 G U1910-Med. blue with gray mink... 125.00

Natural Mink on 80% Wool and 20% Imported Cashmere **\$69.98** Misses' sizes cash, \$7.00 down

Same style and lining as described above. See sizes above. State size. Shpg. wt. 6 lbs.

17 G U1912-Black with white mink... \$69.98

17 G U1913-Light beige with ranch mink... 69.98

17 G U1914-Med. blue with gray mink... 69.98

**IMPORTANT . . . New Faster Service** from Chicago. All fashions now stocked in and shipped from Chicago to give you faster delivery service. See inside back cover for Easy Terms.

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in U.S.A.

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## For Your Most GLAMOROUS OCCASIONS

### Gleaming Rayon Velvet

*Black contrasted with stunning, snow-white body lining of fluffy nylon fleece*

**A** NOTHING STARS in the firmament of evening fashions like the glowing loveliness of jet black velvet . . . it's the epitome of glamour when topped with an exotic hood and lined in immaculate white—the body of the lining in nylon fleece, the sleeve lining in rayon and acetate satin. The hood is equally as effective fashionwise when worn as a collar. Dramatically flared silhouette with rhinestone button closing, slash pockets, sophisticated push-up sleeves that may also be worn full length. *Juniors' sizes 7, 9, 11, 13, 15, 17.*

*Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. State size. Shpg. wt. 6 lbs.*

17 G U1942—Black with white lining . . . . . \$39.98

*Same Style as Above in rich cotton velveteen lined with fine white rayon satin. State size above. Shpg. wt. 7 lbs.*

17 G U3834—Black . . . . . 17 G U3835—Red

17 G U3836—Periwinkle (violet-blue) . . . . . Each \$29.98

For no more per month than you would pay for our cotton velveteen coat, you can enjoy the luxury of our finest rayon velvet . . . use Sears Easy Terms

### Pure Virgin Wool Zibeline

*for memorable, dress-up coat impressions*

**B** FASHION'S MOST INTERESTING LOOK FOR '56 . . the fascinating Empire silhouette . . beautifully executed in our best pure virgin wool zibeline with a sleek, polished surface. The coat is intricately detailed with a graceful, curving yoke and tabs in front and a unique, cross belt at the shoulders in back . . truly a picture of fashion loveliness. Tapered sleeves may be worn full length or stylishly pushed up. Buttonholes are hand-bound. Acetate satin lined. All wool interlined.

*Misses' sizes 8, 10, 12, 14, 16, 18. See size chart on page 100. Please state correct size. Shpg. wt. 7 lbs.*

17 G U1944—Black . . . . . 17 G U1945—Charcoal gray

17 G U1946—Medium blue . . . . . Each \$39.98

OUR BETTER QUALITY VIRGIN WOOL ZIBELINE. Same style as above. Rayon and acetate satin lined. Stitched wool interlined. *Misses' sizes 8, 10, 12, 14, 16, 18. Size chart on page 100. State size. Shpg. wt. 8 lbs.*

17 G U3838—Black . . . . . 17 G U3839—Charcoal gray

17 G U3840—Medium blue . . . . . Each \$29.98

**C** OUR BEST PURE VIRGIN WOOL ZIBELINE . . MILIUM LINED polished surfaced, lush-soft, elegant, magnificently trimmed with full-length vertical rayon velveteen inserts all-around coat. Soft flowing front and all around dramatic flaring drape. Wear clutch style or open as you prefer. Push up sleeves that may also be worn full length. Miliun insulated acetate satin lining.

*Misses' sizes 8, 10, 12, 14, 16, 18. Size chart on page 100. State size. Shpg. wt. 9 lbs.*

17 G U1948—Black . . . . . \$44.98

17 G U1949—Charcoal gray . . . . . 44.98

*Women's sizes 38, 40, 42. See size chart on page 100. Please state size. Shipping weight 9 pounds.*

17 G U2508—Black . . . . . \$46.98

17 G U2509—Charcoal gray . . . . . 46.98

For no more per month than you would pay for our better quality polished zibeline coat, you can wear our best quality zibeline . . . use Sears Easy Terms

*See the colors of coats shown on these 2 pages on page 22*

**IMPORTANT . . New Faster Service from Chicago.** Now all fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. Sears Easy Terms are available. See inside back cover for details



**A**  
Rayon Velvet  
\$39.98  
cash, \$4 down  
Also in Cotton  
Velveteen  
\$29.98  
cash, \$3 down  
Juniors' and  
Misses' sizes







C →

Our Best  
Pure Wool  
Zibeline  
\$44.98  
cash, \$4.50 down  
Misses' sizes  
\$46.98  
cash, \$5 down  
Women's sizes

← B

Pure Wool  
Zibeline  
Our Best  
\$39.98  
cash, \$4 down  
Our Better  
\$29.98  
cash, \$2 down  
Misses' sizes

See descriptions on opposite page

PRADG PAGE 5 . . COATS





A

All in  
Junior's and  
Misses' sizes

## SEARS FABULOUS ODYNA

*Fur-like Fabric of Orlon® and Dynel*  
*Milium Insulated lined*

THE AMAZING FABRIC with the deep, downy, luxury surface, the expensive look of fine fur. It's mothproof, mildewproof, odorless, light as a feather. In stunning solid colors or in exquisitely worked stripes that take hours of painstaking skill to achieve the appearance of the most glamorous, natural furs. Tailored and hand detailed by a master furrier in clutch styles with shawl collar, buttonless front, novelty curved adjustable cuffs. Milium insulated acetate satin lined. Must be furrier cleaned. All these coats and toppers in Junior's sizes 7, 9, 11, 13, 15, 17; Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. Please state correct size.

\* On-Pass trademark for service stores

### A The Kerrybrooke Long Coat

Striped Odyne	Solid Color Odyne
cash, \$10 down	cash, \$7 down
<b>\$99.98</b>	<b>\$69.98</b>

STRIPED LONG COAT. Shipping weight 7 pounds.  
17 G U1989—Tones of silver-gray.....\$99.98  
SOLID COLOR LONG COAT. Shipping weight 7 pounds.  
17 G U1930—Platinum gray.....\$69.98  
17 G U1931—Blond beige.....69.98

### B The Kerrybrooke Short Coat

Solid Color Odyne	Striped Odyne
cash, \$6 down	cash, \$9 down
<b>\$59.98</b>	<b>\$89.98</b>

SOLID COLOR SHORT COAT (about 34 in.). Shpg. wt. 6 lbs.  
17 G U1933—Blond beige.....\$59.98  
17 G U1934—Platinum gray.....59.98  
STRIPED SHORT COAT (about 34 in.). Shpg. wt. 6 lbs.  
17 G U1991—Tones of silver-gray.....\$89.98

**IMPORTANT** . . . New Faster Service from Chicago. All fashions stocked in and shipped from Chicago to give you much faster delivery service. Easy Terms, inside back cover.





**Imported Pure Peruvian  
ALPACA PILE**  
*Millum Insulated Lined*

The Long Coat	The Short Coat
<b>\$39.98</b> cash	<b>\$29.98</b> cash
\$4 down	\$3 down
Both in Juniors' and Misses' sizes	

GORGEOUS, DEEP-FILED ALPACA, soft as precious fur to wrap you in stylish comfort. Both long and short versions are lined with acetate and rayon iridescent taffeta that's Millum insulated for additional warmth. The 100% imported alpaca pile is woven onto a tightly knit cotton back (face 47%, back 53% of total fabric weight on the long coat; face 65%, back 35% of total fabric weight on the short coat). Gracefully styled in a comfortable, easy-to-wear silhouette with shawl collar, adjustable cuffs, closely-spaced buttons.

Both coat and topper in Juniors' sizes 7, 9, 11, 13, 15, 17; Misses' sizes 8, 10, 12, 14, 16, 18. Size charts, page 100. State size.

<b>A</b> THE LONG COAT. Shipping weight 7 lbs.	
17 G U1936—Beige.....	\$39.98
17 G U1937—Light gray.....	39.98
<b>B</b> THE SHORT COAT (about 32 inches long). Shipping weight 6 pounds.	
17 G U3800—Light gray.....	\$29.98
17 G U3801—Beige.....	29.98

See Fabric Samples at Sears Catalog Sales Offices. Friendly clerks will help you in your selections and will handle all ordering details. See pages 1477 to 1481 for phone numbers and locations of Sears Catalog Sales Offices.

For Wool  
Jersey Scarf-Hat,  
see Page 152



*Rich, pebbly textures and  
stunning ripple weave surfaces are*

## TOPS IN FABRIC FASHION

*for Fall and Winter 1956*

*All Coats Milium Insulated Lined*

### 100% Sheep's Wool

#### Chinchilla Cloth . . Our Best

**A** Thick-napped, closely woven, pebbly textured with a soft-draping quality that imparts a flattering, feminine air to the full-sweeping Pellon® lined skirt of this handsome fitted coat. Attractive stitching curves at the bust and continues across back, complementing the stitching trim that adorns the sleeves at the shoulders. Demure-type collar tops the closely-spaced genuine fresh water pearl buttons. Wear sleeves full-length or push-up. Handy pockets concealed in side seams. Milium insulated acetate satin lining for any weather comfort. *Misses' sizes 8, 10, 12, 14, 16. Size chart, page 100. Please state size. Shipping wt. 7 lbs.*

17 G U1932—Red 17 G U1934—Beige  
17 G U1933—Peacock blue 17 G U1935—Med. gray  
Each ..... \$39.98

*See the above colors illustrated on page 22*

### 100% Sheep's Wool Ripple Weave

#### Chinchilla Cloth . . Our Best

This is that lovely fabric with the attractive horizontal ripple texture that has given added interest to fabric weaves for chinchilla cloth this season. In addition to its beauty, this fabric wears exceptionally well, takes those lively, vibrant new shades beautifully and drapes gracefully. It's an excellent investment in style and wear.

**B** Shawl collar coat in our best 100% sheep's wool ripple weave chinchilla cloth displays the new, modified line with controlled fullness. Welt stitching down front outlines jaunty angle of the large pockets that are button trimmed. Soft, natural shoulders, deep armholes and adjustable cuffs attest to easy wearability. Lined with Milium insulated acetate satin for any season. *Misses' sizes 10, 12, 14, 16, 18, 20. Size chart, page 100. State size. Shipg. wt. 7 lbs.*

17 G U1956—Red ..... \$39.98 17 G U1958—Rose ..... \$39.98  
17 G U1957—Peacock blue 39.98 17 G U1959—Beige 39.98

**C** Tuck stitched collar coat in our best 100% sheep's wool ripple weave chinchilla cloth is both fashionwise and value-wise. Very effectively trimmed with self-fabric tabs below the neck. Full length tapered sleeves with notched cuff. Fresh water pearl buttons are both functional and decorative. Buttonholes are hand-bound. Milium insulated acetate satin lining. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. See size charts on page 100. Please state size. Shipping weight 7 pounds.*

17 G U1960—Peacock blue \$39.98 17 G U1962—Beige \$39.98  
17 G U1961—Red ..... 39.98 17 G U1963—Rose 39.98

*Also in Our Better Quality Pebble-textured 100% Sheep's Wool Chinchilla Cloth. Same style as above. Milium insulated rayon and acetate satin lining. See sizes above. Please state size. Shipping weight 8 pounds.*

17 G U3842—Red 17 G U3844—Beige  
17 G U3843—Peacock blue Each ..... \$29.98

**IMPORTANT . . .** *Now Faster Service from Chicago.* All fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. Easy Terms are available on orders totaling \$20 or more . . . see inside back cover

• See Fabric Samples at Sears Catalog Sales Office . . . Friendly clerks will help you in your selections and will handle all ordering details. See pages 1477 to 1481 for phone numbers and locations of Sears Catalog Sales Offices



**A**  
\$39.98  
cash, \$4 down  
blouses' sizes





For Bag,  
see Page  
167

Misses'  
sizes

B  
\$39.98  
each  
\$4 down

C  
\$39.98  
each  
\$4 down  
Feltline-textured  
\$29.98  
each  
\$3 down

Juniors'  
and  
Misses'  
sizes

See descriptions  
on opposite page

PURK PAGE 9 COATS



We are convinced these Kerrybrooke FASHION-VALUE COATS are the best values in America at their respective prices because they were shopped from coast to coast and their values verified. Of the coats shopped, none were found to have all these features:

## ALL ARE MADE EXCLUSIVELY IN SEARS OWN FACTORY

*to our own rigid specifications . . .*

Fine quality 100% virgin wool fabrics bought direct from outstanding woolen mills. Fabrics are processed to resist shrinkage. Hemlines are pinked and blind stitched. Printed Earl-Glo linings with double stitched seams are Milium insulated . . . and "Sanitized" to retard odors, mildew and germ life and are guaranteed for life of coats. Arma canvas inner construction assures shape retention. Taped armholes. Buttons anchored in back with stay buttons. 2-inch hems in coats and linings. Cotton kasha lined pockets. Hand-bound buttonholes. Inside change pocket.

*All have MILIUM INSULATED LININGS and are designed with controlled fullness that combines the new slim look with supreme comfort. Misses' sizes*

### Pure Virgin Wool Luxury Plush

**A** Simple, easy-draping, multi-gore classic silhouette tailored of fine, closely woven pure virgin wool plush, the popular fabric with the silk-like, close-napped fleecy surface. Acetate and rayon crepe-back satin lining is Milium insulated for any weather wear. Hand-picked stitching on collar and cuffs. Hand finished sleeve lining. Full length sleeves. Notched cuffs. *Misses' sizes 8, 10, 12, 14, 16, 18, 20. See size chart below. State size.*

17 G U2110—Light beige 17 G U2111—Rose taupe  
17 G U2112—Medium blue Each, Shpg. wt. 7 lbs. . . \$45.00

### 100% Sheep's Wool Chinchilla Cloth

**B** Exceptionally fine quality with tightly woven, pebbly surface. Multi-gores back and front, with a panel, shirt-front-effect, to display the elegant row of pearl buttons most effectively. Full length sleeves with adjustable notched cuffs and elasticized inside wristlets. Milium insulated acetate satin lining. *Misses' sizes 8, 10, 12, 14, 16, 18. See size chart below. State size. Shipping weight 7 pounds.*

17 G U2120—Red . . . . . \$39.98 17 G U2122—Beige . . . \$39.98  
17 G U2121—Peacock blue . . . 39.98 17 G U2123—Rose . . . . . 39.98

### Sleek, Pure Virgin Wool Suede Cloth

**C** The shawl collar classic . . one of the best values we know of in a current best-selling style. Its multi-gores and graceful drape assure supreme comfort walking or sitting. Welt stitching adorns both collar and adjustable cuffs. Full-length sleeves. Rayon satin-like luster twill lining is Milium insulated. *Misses' sizes 8, 10, 12, 14, 16, 18. See size chart below. Please state size.*

17 G U2105—Beige 17 G U2106—Rosewood (medium rose)  
17 G U2107—Rose red Each, Shpg. wt. 7 lbs. . . . . \$29.98

### Pure Virgin Wool Pincheck

**D** This pincheck is interesting and tasteful because it is small and subtle. It provides an excellent medium for interpreting the casual grace of this wing collar coat. Pointed stitched trim at the seams in front and back creates a very attractive effect. Full-length sleeves. Notched cuffs. Rayon satin-like luster twill lining is Milium insulated. *Misses' sizes 8, 10, 12, 14, 16, 18, 20. See size chart below. Please state size. Shipping weight 7 pounds.*

17 GU2100—Medium gray. \$29.98 17 GU2102—Medium blue \$29.98  
17 GU2101—Beige . . . . . 29.98 17 GU2103—Mauve rose . . . 29.98

See the colors of coats shown on these two pages on page 22

#### SIZE CHART FOR MISSES' COATS

Order size	8	10	12	14	16	18	20
If bust is . . . . .	30	31	32½	34	35½	37	41 in.
If waist is . . . . .	27½	28½	29½	31½	33½	35½	37½ in.
If hips are . . . . .	31	32½	34	36	38	40	44 in.
Coat length . . . . .	44½	45	45½	46	46½	47	47½ in.



For Bag,  
see page 164

**A**  
\$45.00  
cash, \$4.50 down  
Misses' sizes  
8 to 20

**IMPORTANT . . . New Faster Service from Chicago.** Now all fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. For Sears Easy Terms, see inside back cover







**B**  
\$39.98  
cash, \$4 down  
Misses' sizes  
6 to 18

**C**  
\$29.98  
cash, \$3 down  
Misses' sizes  
6 to 18

**D**  
\$29.98  
cash, \$3 down  
Misses' sizes  
8 to 20

See descriptions on opposite page

FORMAL PAGE 17 .. COATS



## Donegal-type Pure VIRGIN WOOL TWEED

with the fashion-right brushed surface

It's a fabric headliner this fall. Its soft, warm, and hand-loomed look have made it a favorite. Both coats with Minimum insulation. Both have hand-bound buttonholes.

**A) OUR BEST... softer, more luxurious... in casual silhouette with multi-pocketed wool.** (17 G U1964) Black and white mixture... \$34.98  
 (17 G U1965) Brown and white mixture... \$34.98  
 With All Weather Zip-Out Lining faced with rayon...  
 (17 G U1967) Black and white mixture... \$39.98  
 (17 G U1968) Brown and white mixture... \$39.98

**With Minimum Insulation... and Acetate Lining.** Shipping wt. 6 lb.

(17 G U1964) Black and white mixture... \$34.98  
 (17 G U1965) Brown and white mixture... \$34.98

**With All Weather Zip-Out Lining faced with rayon.** (17 G U1967) Black and white mixture... \$39.98  
 (17 G U1968) Brown and white mixture... \$39.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3846) Brown and white mixture... \$29.98  
 (17 G U3847) Black and white mixture... \$29.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3849) Brown and white mixture... \$32.98  
 (17 G U3850) Black and white mixture... \$32.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3852) Rose red... \$44.98  
 (17 G U3853) Lt. beige... \$44.98  
 (17 G U3854) Medium blue... \$44.98  
 (17 G U3855) Ch... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3856) Navy... \$44.98  
 (17 G U3857) Lt. blue... \$44.98  
 (17 G U3858) Navy... \$44.98  
 (17 G U3859) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3860) Navy... \$44.98  
 (17 G U3861) Navy... \$44.98  
 (17 G U3862) Navy... \$44.98  
 (17 G U3863) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3864) Navy... \$44.98  
 (17 G U3865) Navy... \$44.98  
 (17 G U3866) Navy... \$44.98  
 (17 G U3867) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3868) Navy... \$44.98  
 (17 G U3869) Navy... \$44.98  
 (17 G U3870) Navy... \$44.98  
 (17 G U3871) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3872) Navy... \$44.98  
 (17 G U3873) Navy... \$44.98  
 (17 G U3874) Navy... \$44.98  
 (17 G U3875) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3876) Navy... \$44.98  
 (17 G U3877) Navy... \$44.98  
 (17 G U3878) Navy... \$44.98  
 (17 G U3879) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3880) Navy... \$44.98  
 (17 G U3881) Navy... \$44.98  
 (17 G U3882) Navy... \$44.98  
 (17 G U3883) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3884) Navy... \$44.98  
 (17 G U3885) Navy... \$44.98  
 (17 G U3886) Navy... \$44.98  
 (17 G U3887) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3888) Navy... \$44.98  
 (17 G U3889) Navy... \$44.98  
 (17 G U3890) Navy... \$44.98  
 (17 G U3891) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3892) Navy... \$44.98  
 (17 G U3893) Navy... \$44.98  
 (17 G U3894) Navy... \$44.98  
 (17 G U3895) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3896) Navy... \$44.98  
 (17 G U3897) Navy... \$44.98  
 (17 G U3898) Navy... \$44.98  
 (17 G U3899) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3900) Navy... \$44.98  
 (17 G U3901) Navy... \$44.98  
 (17 G U3902) Navy... \$44.98  
 (17 G U3903) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3904) Navy... \$44.98  
 (17 G U3905) Navy... \$44.98  
 (17 G U3906) Navy... \$44.98  
 (17 G U3907) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3908) Navy... \$44.98  
 (17 G U3909) Navy... \$44.98  
 (17 G U3910) Navy... \$44.98  
 (17 G U3911) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3912) Navy... \$44.98  
 (17 G U3913) Navy... \$44.98  
 (17 G U3914) Navy... \$44.98  
 (17 G U3915) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3916) Navy... \$44.98  
 (17 G U3917) Navy... \$44.98  
 (17 G U3918) Navy... \$44.98  
 (17 G U3919) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3920) Navy... \$44.98  
 (17 G U3921) Navy... \$44.98  
 (17 G U3922) Navy... \$44.98  
 (17 G U3923) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3924) Navy... \$44.98  
 (17 G U3925) Navy... \$44.98  
 (17 G U3926) Navy... \$44.98  
 (17 G U3927) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3928) Navy... \$44.98  
 (17 G U3929) Navy... \$44.98  
 (17 G U3930) Navy... \$44.98  
 (17 G U3931) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3932) Navy... \$44.98  
 (17 G U3933) Navy... \$44.98  
 (17 G U3934) Navy... \$44.98  
 (17 G U3935) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3936) Navy... \$44.98  
 (17 G U3937) Navy... \$44.98  
 (17 G U3938) Navy... \$44.98  
 (17 G U3939) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3940) Navy... \$44.98  
 (17 G U3941) Navy... \$44.98  
 (17 G U3942) Navy... \$44.98  
 (17 G U3943) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3944) Navy... \$44.98  
 (17 G U3945) Navy... \$44.98  
 (17 G U3946) Navy... \$44.98  
 (17 G U3947) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3948) Navy... \$44.98  
 (17 G U3949) Navy... \$44.98  
 (17 G U3950) Navy... \$44.98  
 (17 G U3951) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3952) Navy... \$44.98  
 (17 G U3953) Navy... \$44.98  
 (17 G U3954) Navy... \$44.98  
 (17 G U3955) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3956) Navy... \$44.98  
 (17 G U3957) Navy... \$44.98  
 (17 G U3958) Navy... \$44.98  
 (17 G U3959) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3960) Navy... \$44.98  
 (17 G U3961) Navy... \$44.98  
 (17 G U3962) Navy... \$44.98  
 (17 G U3963) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3964) Navy... \$44.98  
 (17 G U3965) Navy... \$44.98  
 (17 G U3966) Navy... \$44.98  
 (17 G U3967) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3968) Navy... \$44.98  
 (17 G U3969) Navy... \$44.98  
 (17 G U3970) Navy... \$44.98  
 (17 G U3971) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3972) Navy... \$44.98  
 (17 G U3973) Navy... \$44.98  
 (17 G U3974) Navy... \$44.98  
 (17 G U3975) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3976) Navy... \$44.98  
 (17 G U3977) Navy... \$44.98  
 (17 G U3978) Navy... \$44.98  
 (17 G U3979) Navy... \$44.98

**OUR BETTER QUALITY TWEED... Finest... Velvet Trim on matching collar.** (17 G U3980) Navy... \$44.98  
 (17 G U3981) Navy... \$44.98  
 (17 G U3982) Navy... \$44.98  
 (17 G U3983) Navy... \$44.98



For Bag, see page 164  
 For Gloves  
 see Glove Pages

With Minimum Insulation  
 \$29.98 cash \$3 down

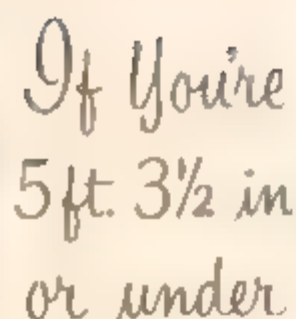
With Velvet  
 Navy Fleece Lining  
 \$32.98 cash \$3.50 down

WOMEN'S SIZES  
 Misses' Sizes









Enjoy  
fashion's newest, most  
glamorous silhouettes  
... this season's smartest  
quality fabrics in  
Kerrybrooke Coats

PROPORTIONED  
TO ASSURE YOU  
PROPER FIT

and save you money on  
costly alterations

All these fashion-right coats on these two pages are designed and styled specifically for the petite or smaller misses' figure and are properly proportioned from collar to hemline . . . save time and trouble by being able to wear your coat immediately.

[illegible]

\* See Febr. L. Seminars of Series "Learning to Read" Africa

\$29 Q=, both \$4 down  
M...M...P...A...E...J...N...G

[illegible]

34 98 cash, \$3.50 down  
MILUM INSULATED LINING

**B) 100% SWIFT'S WOOL PEBBLE-TEXTURED CHIN  
CHILLA CLOTH** The emphasis is on fabric surface  
and few surplus chinchilla cloth in attractiveness.  
with a pebble texture and loose weave and  
medium texture was similar to pebbles and  
texture was less pronounced than two sets of all in  
the same color as the first set. All in new  
color and texture and extra piece of  
material at the end of the lot.

17 G U1979 - Red                      17 G U 98 - Beige  
17 G U1980 - Peacock blue        7 G U 987 - Rose  
Shipping weight 7 pounds each     Each \$34.95

**IMPORTANT** New Faster Service from Chicago





**C**  
\$29.98  
cash, \$3 down



**D**  
\$29.98  
cash, \$3 down



Without Zip-out Liner \$24.98 cash, \$2.50 down  
With Wool Zip-out Liner \$29.98 cash, \$3 down

**C** THE NEW PURE 100% VIRGIN WOOL DONEGAL-TYPE TWEED with brush surface. More luxurious and colorful with the expensive look of hand-loomed tweed... properly proportioned for petites. Deep armholes terminate in tapering sleeves that you'll wear pushed up or full length to suit your mood. Rayon and acetate iridescent taffeta lined. 100% reused wool interlining. *Petite Misses' sizes 8S, 10S, 12S, 14S, 16S, 18S. Size chart on opposite page. Style # 17 G 03872—Brown and white mixture. \$29.98. 17 G 03873—Black and white mixture. \$29.98.*

**D** IT'S THE LOVELY EMPIRE SQUELETTE, the fashion theme for fall and winter '86 in 100% virgin wool polished ribline. It abounds with originality in its convertible collar, its stunning double-breasted bib, front yoke, its high crossed belt in back. Tapering sleeves to wear full length or pushed up. Lined with rayon and acetate (iridescent taffeta). All wool interlined. *Style Petite Misses' sizes 6S, 8S, 10S, 12S, 14S, 16S. Size chart opposite page. Style # 17GU3868—Medium gray. 17GU3870—Black. 17GU3869—Beige. 17GU3871—Medium blue. Each \$29.98.*

**E** WOOL COT TEXTURED BOULE SURFACE on knit cotton back (face 55% back 45% of wt.). Scalloped yoke with notched stand up collar tops ballerina back. Tapering sleeves fly away cuffs. *Style Petite Misses' sizes 8S, 10S, 12S, 14S, 16S, 18S. Size chart, opposite page. With Iridescent Taffeta Lining of Rayon and Acetate 100% Reused Wool Interlining. Shipping weight 7 pounds. 17 G 03860—Ivory white. 17 G 03862—Mauve rose. 17 G 03861—Peacock blue. Each..... \$24.98. With All Wool Zip-Out Liner faced with iridescent taffeta of rayon and acetate to match the coat lining. 17 G 03864—Ivory white. 17 G 03866—Mauve rose. 17 G 03865—Peacock blue. Each, Shpg. wt. 8 lbs. \$29.98.*

Please turn to page 23 to see the colors of all five coats shown on these two pages.  
Order regularly and get your Sears Catalogs regularly.

SEE PAGE 15... COATS



## QUALITY FLEECES

from Famous American Makers

Misty tones, pushed zips & fleece of 90% wool and 10% imported cashmere and our finest 100% pure virgin wool clear fleece in rich, vibrant shades

### A THE NEW EMPIRE LOOK... MILIUM LINED

in a misty tone zibeline fleece of 90% wool and 10% imported cashmere. Multi button front. Stitching trim, adjustable cuffs. Choice of zip or button type. Lined with Miliam insulated coat lining.

Misses' sizes 7, 9, 11, 13, 15, 17; Matrons sizes 14, 16, 18. Size charts, page 100. State size.

With Miliam Insulated Coat Lining of Rayon and Acetate Twill. Shipping weight 6 pounds.

17 G U3802—Medium gray..... \$24.98  
17 G U3803—Beige..... 24.98  
17 G U3804—Peacock blue..... 24.98  
17 G U3805—Black..... 24.98

With All Wool Zip-out Liner faced with rayon and acetate twill plus a Miliam insulated coat lining of rayon and acetate twill. Shipping weight 8 pounds.

17 G U3806—Medium gray..... \$29.98  
17 G U3807—Beige..... 29.98  
17 G U3808—Peacock blue..... 29.98  
17 G U3809—Black..... 29.98

### B FITTED COAT... MILIUM LINED... with firm

pile rayon velvet trimmed collar, tapered sleeves and inverted back pleat from waist. In muted, misty tone zibeline fleece of 90% wool and 10% imported cashmere. Stitching trim. Miliam insulated rayon and acetate taffeta lining.

Misses' sizes 8, 10, 12, 14, 16, 18. Size chart on page 100. Please state size. Shpg. wt. 6 lbs.  
17 G U3810—Peacock blue..... \$29.98  
17 G U3811—Medium gray..... 29.98  
17 G U3812—Beige..... 29.98  
17 G U3813—Black..... 29.98

### C BALLERINA COAT in 100% virgin wool clear

fleece, youthful version of the rhythmic multi-gore ballerina silhouette. Wear the sleeves pushed up or full length. Iridescent taffeta lining of rayon and acetate. Stitched 100% reused wool interfacing. Misses' sizes 7, 9, 11, 13, 15, 17. Matrons sizes 14, 16, 18. See size charts on page 100. State size. Shpg. wt. 6 lbs.

17 G U3818—Bright red..... 17 G U3819—Lt. beige.....  
17 G U3820—Peacock blue..... Each \$24.98

### D WING COLLAR COAT... MILIUM LINED... in

100% virgin wool clear fleece adorned with stitched trim. Adjustable cuffs. Choice of zip or button versions. Lined with Miliam insulated coat lining. Misses' sizes 10, 12, 14, 16, 18, 20. Size chart on page 100. State size.

With Miliam Insulated Coat Lining of Rayon and Acetate Twill. Shipping weight 6 pounds.

17 G U3821 Lt. beige..... 17 G U3824 Bright red.....  
17 G U3823 Peacock blue..... Each \$24.98

With All Wool Zip-out Liner faced with rayon and acetate twill plus a Miliam insulated coat lining of rayon and acetate twill. Shpg. wt. 8 lbs.

17 G U3826 Lt. beige..... 17 G U3828 Bright red.....  
17 G U3827—Peacock blue..... Each \$29.98

### E 100% VIRGIN WOOL CLEAR FLEECE COATS

in ballerina, fitted, and wing collar styles. The comfortable mood that also snugly yet gives restricted freedom of movement. Excellent translation of this season's suave silhouette; a soft, smooth meeting of a smart, wavy line. Wear with ease or convert to a rayon and acetate twill lined. Stitches, 100% rayon wool interfacing. Misses' sizes 7, 9, 11, 13, 15, 17. Matrons sizes 14, 16, 18, 20. Size charts, page 100. State size. Shpg. wt. 7 lbs.

17 G U3830—Dark beige..... \$29.98  
17 G U3831—Light beige..... 29.98  
17 G U3832—Bright red..... 29.98

### FIMBRIANT—New Fister Service from Chicago

New all-wool water-repellent coat. Fimbrant, Chicago's new, exclusive coat. Very soft. See it in store. Buy it on Sears Easy Terms.

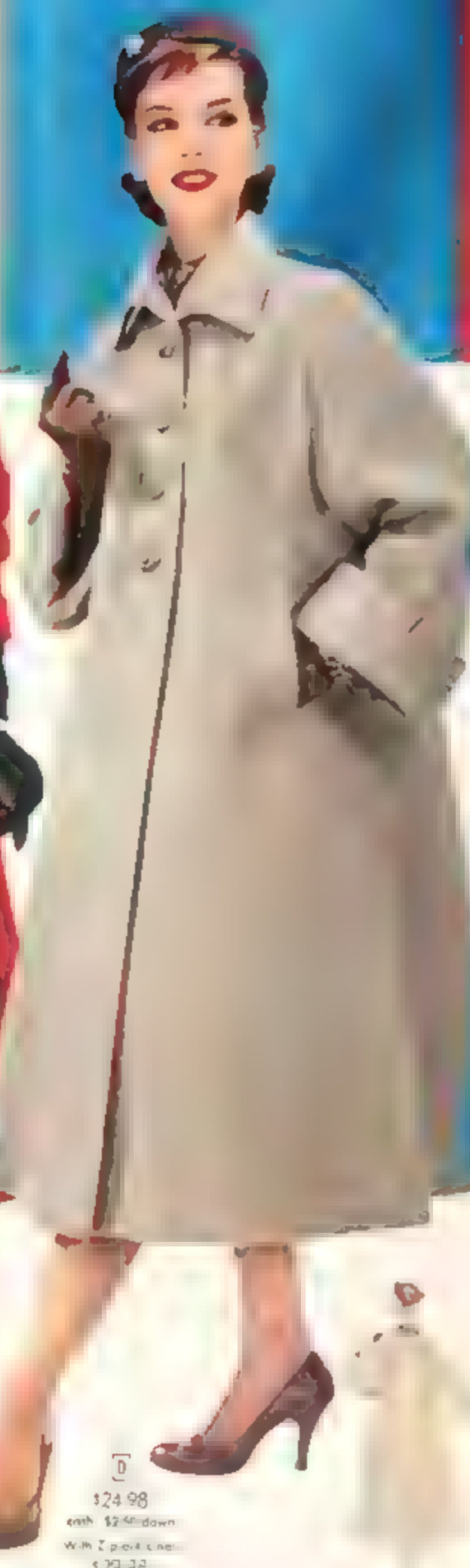
**A**  
\$24.98  
cash, \$2.50 down  
With Zip-out Liner  
\$29.98  
cash, \$3 down  
Misses' and Matrons sizes


**B**  
\$29.98  
cash, \$3 down  
Misses' sizes






  
 \$24.98
   
 each \$2.49 down
   
 Juniors and
   
 Misses sizes




  
 \$24.98
   
 each \$2.49 down
   
 With 2 piece collar
   
 \$27.75
   
 each \$3 down
   
 Misses sizes




  
 \$29.98
   
 each \$3 down
   
 Juniors and
   
 Misses sizes

For descriptive phone, see opposite page 16

REORDER PAGE 17 COATS



# EIGHT THRIFT-PRICED EDITIONS of the Coat Styles that Enjoy Fashion Pre-eminence . .

*the becoming, slimmed-down silhouette, the controlled fullness,  
the bulkless grace of line that identify Fall '56 Coat Fashions*

All B coats lined with rayon and acetate  
ridestant taffeta. 100% reprocessed wool interlined

**A** CURLY TEXTURED WOOL BOUCLE SURFACE on knit cotton back (face 55%, back 45% of total wt.) Rhinestone buckle on back of notched collar that tops curving yoke and ballerina-effect back. Adjustable cuffs. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. See size charts on page 100. State size. Shpg. wt. 6 lbs.*  
17 G U5919-Ivory white 17 G U5920-Mauve rose  
17 G U5921-Peacock blue Each . . . . . \$21.98

**B** PRECIOUS BLEND OF WOOL (90%) AND IM-  
PERFECT FASHIONS (10%) displays a harmo-  
nious trio of button-trimmed, step belts above  
box pleat, a back front & clever's panels. Wear  
sleeves push up or full length. *Juniors' size 9, 11,  
13, 15, 17. Misses' sizes 10, 12, 14, 16, 18, 20. See  
size charts on page 100. State size. Shpg. wt. 6 lbs.*  
17 G U5904-Light beige 17 G U5907-Light gray  
17 G U5908-Pastel blue Each . . . . . \$21.98

**C** WOOL (54%) AND COTTON (46%) TWEED  
CARDIGAN-NECK COAT adds a sprightly touch  
of color with its contrasting wool jersey scarf  
and acetate and rayon taffeta lining. Super-size  
patch pockets. Wear sleeves pushed up or full  
length. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses'  
sizes 8, 10, 12, 14, 16, 18. See size charts on page  
100. State size. Shipping weight 6 lbs.*  
17 G U5922-Black and white mixture \$19.98  
17 G U5923-Brown and white mixture \$9.98

**D** THE RAYON VELVET TOUCH collar and cuffs  
delicately accented with rich velvet. Triple rows  
of stitching outline a graceful all-around yoke  
the same treatment repeats at the waist in back.  
Coat in yarn-dyed 50% wool, 50% reprocessed  
wool. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses'  
sizes 8, 10, 12, 14, 16, 18. See size charts on page  
100. State size. Shipping weight 6 pounds.*  
17 G U5925-Light gray 17 G U5926-Dark gray  
17 G U5927-Shadow (deep) blue . . . Each \$21.98

**E** WOOL FINECK SURFACE woven on cotton back  
(face 60%, back 40% of total wt.) A dollar-  
stretching wonder with dyed mouton-processed  
lamb pompons on front, plus a rhinestone buckle  
on back of the collar. Adjustable cuffs. *Juniors'  
sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12,  
14, 16, 18. See size charts on page 100. State size.*  
17 G U5909-Pearl gray 17 G U5910-Light blue  
17 G U5911-Sand beige 17 G U5913-Peacock blue  
Shipping weight 6 pounds. . . . Each \$19.98

**F** NESTLE YOUR HEAD in the warmth and luxury  
of this stunning hood that converts into a  
shoulder wide collar when the cold winds subside.  
Novel self fabric closing. Fashion-wise push-up  
sleeves that are just as smart full-length. Fabric  
in yarn-dyed 50% wool, 50% reprocessed wool.  
*Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8,  
10, 12, 14, 16, 18. See size charts on page 100. Please  
state size. Shipping weight 6 pounds.*  
17 G U5916-Light gray 17 G U5917-Dark gray  
17 G U5918-Shadow (deep) blue . . Each \$19.98

**G** DEFINE YOUR FRONT via the belt and series  
of rows in this lovely fitted, feminine charmer.  
Better made, with overcast lining seams, hand  
made button holes. In yarn-dyed 100% repro-  
cessed wool. Surprisingly low priced.  
*Misses' sizes 8, 10, 12, 14, 16, 18. See size chart  
on page 100. State size. Shpg. wt. 6 lbs.*  
17 G U5906-Dark gray . . . . . \$24.98  
17 G U5907-Shadow (deep) blue . . . . . \$4.98

**H** VERY TASTEFUL, small, subdued check in pure  
wool enhanced by a double row of stitching  
around the armholes. The designer-look is found  
in the button-trimmed cross tabs under the arm.  
very clever . . very original. Wear the push-up  
sleeves at any desired length. *Juniors' sizes 7, 9,  
11, 13, 15, 17. Misses' 8, 10, 12, 14, 16, 18. See  
charts on page 100. State size. Shpg. wt. 6 lbs.*  
17 G U5913-Beige 17 G U5914-Rose pink  
17 G U5915-Light gray Each . . . . . \$21.98

**IMPORTANT** . . . *New Faster Service* from Chicago. Now  
all fashions stocked in Chicago and shipped from  
Chicago to give you much faster delivery service.  
See inside back cover for Sears Easy Terms



**C**  
\$19.98  
Juniors and  
Misses sizes

**B**  
\$21.98  
cash \$2.50 down  
Juniors and  
Misses sizes

**A**  
\$21.98  
cash \$2.50 down  
Juniors and  
Misses sizes





E  
\$19.98  
Juniors and  
Misses  
sizes 12-18

D  
\$21.98  
cash, \$2.50 down  
Juniors and  
Misses sizes 12-18

For Bag  
see Page 164

G  
\$24.98  
cash, \$2.50 down  
Misses sizes 12-18

F  
\$19.98  
Juniors and  
Misses  
sizes 12-18

See  
descriptions  
on opposite  
page

H  
\$2.98  
cash, \$2.50 down  
Juniors and  
Misses sizes 12-18

PINK PAGE 19. COATS





7  
\$12.95  
\$14.95  
\$16.95  
\$18.95  
\$20.95

8  
\$12.95  
\$14.95  
\$16.95  
\$18.95  
\$20.95

F  
\$16.95  
Juniors and  
Misses sizes

1  
\$26.95  
\$28.95  
\$30.95  
\$32.95  
\$34.95





## BRIEF AND TO THE POINT OF FASHION EXCELLENCE...

Eight Toppers Diversified in Fabric, Silhouette and Detail in sizes for Juniors and Misses

**A** GRACEFUL BACK YORK is complemented by notched, stand-up collar with rhinestone buckle trim. Tailored in 90% pure wool and 10% imported cashmere, with handmade buttonholes, adjustable cuffs. Rayon and acetate taffeta lining. Stitched wool interlining. Length about 34 inches. *Juniors' sizes 9, 11, 13, 15, 17. Misses' sizes 10, 12, 14, 16, 18, 20. Size charts, page 100. State size. Shpg. wt. 5 lbs.*  
 17 G 05928 - Light beige 17 G 05929 - Light gr.  
 17 G 05930 - Pastel blue Each . . . \$ 9 98

**D** SMARTNESS AND PRACTICALITY go hand in hand the large collar on this virgin wool polished zibeline topper converts into a face-framing hood. Topper is closed by a row of novelty loops trimmed with sparkling rhinestones. Red wool flannel for body lining with rayon and acetate lined sleeves. Turn-back cuffs. Length about 34 inches. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. State size.*  
 17 G 03883 - Black 17 G 03884 - Beige  
 17 G 03885 - Medium gray 17 G 03886 - Medium blue  
 Shipping weight 6 pounds . . . . . Each \$29 98

**E** VIRGIN WOOL TWEEP combines effectively with alpaca pile for style and warmth. Body completely lined with fine alpaca pile on woven cotton back (face 65% back 35% of total fabric weight). Sleeve lining is stitched wool with rayon and acetate taffeta. Length about 32 inches. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. See the size charts on page 100. Please state your correct size. Shipping weight 6 pounds.*  
 17 G 03879 - Brown and black alpaca pile on cotton back \$29 98  
 17 G 03880 - Black alpaca pile on cotton back \$29 98

**B** MEDIUM LINED GREAT ALL AROUND in all parts pile. Huge picture-pretty collar. Deep pockets. Adjustable cuffs. Alpaca pile is woven on cotton back (face 75% back 25% of total fabric wt.). Medium insulated rayon and acetate taffeta lined. Length about 32 in. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. State size. Shpg. wt. 6 lbs.*  
 17 G 03887 - Beige . . . . . \$28 98  
 17 G 03888 - Medium gray . . . . . 28 98

**F** AN INEXPENSIVE BUT HEAVENLY FABRIC with a deep, foamy pile that resembles precious fur the pile is cotton and is woven on a cotton back in glorious pastel shades you'll love. Wing collar is enhanced by a novel rayon and cotton braid "frog" closing. Cuffs are adjustable. Lined with rayon satin. Length about 30 inches. *Juniors' sizes 7, 9, 11, 13, 15. Misses' sizes 8, 10, 12, 14, 16. See the size charts on page 100. Please be sure to state your correct size. Shipping weight 6 pounds.*  
 17 G 05934 - Light beige 17 G 05935 - Pastel blue  
 17 G 05936 - Light gray 17 G 05937 - Medium gray  
 Each . . . \$24 98

**C** MEDIUM LINED - EXCELLENT INVESTMENT in style, comfort and value. 100% sheep's wool ripple weave chinchilla cloth with Milium insulated lining of acetate satin with a patterned surface. Collar and adjustable cuffs have stitch trim. Length about 32 inches. *Misses' sizes 8, 10, 12, 14, 16, 18. Size chart on page 100. Please state size.*  
 17 G 02125 - Red 17 G 02127 - Beige  
 17 G 02126 - Peacock blue 17 G 02128 - Rose  
 Shipping weight 5 pounds . . . . . Each \$29 98

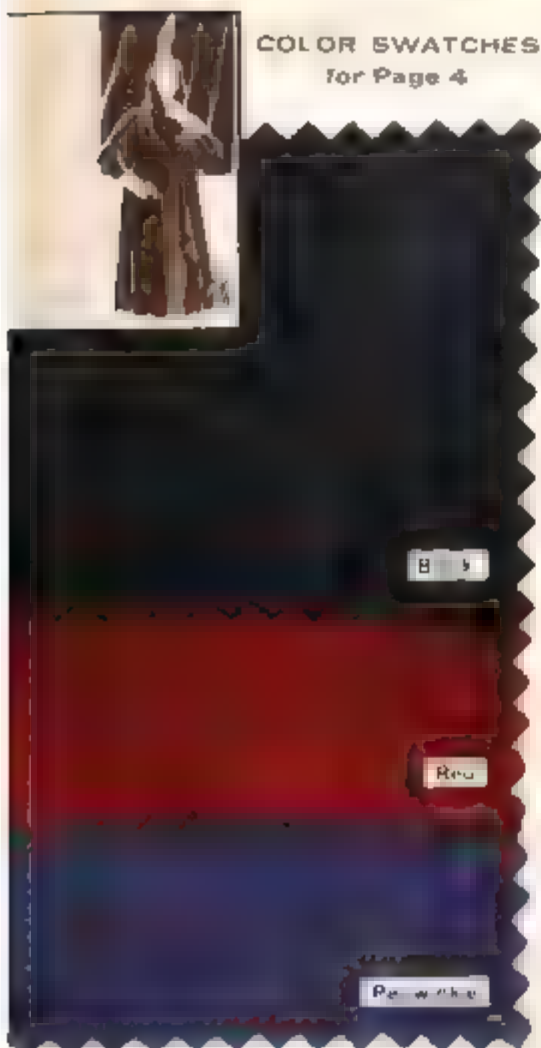
**G** STITCH TRIM curves over shoulders, forms V-yoke in back. Additional stitching on adjustable cuffs. Topper is executed in 80% reproducible wool and 20% mohair zibeline, the popular fabric with rich sleek surface. Lined with rayon and acetate taffeta. Stitched wool interlining. Length about 30 inches. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. State size. Shpg. wt. 5 lbs.*  
 17 G 05931 - Rosewood (deep rose) \$ 6 98  
 17 G 05932 - Camel blue . . . . . 6 98  
 17 G 05933 - Medium gray . . . . . 6 98

**H** IT'S MEDIUM LINED... AND YOUR SUREST APPROACH to authoritative fashion the classic topper in style-minded 100% sheep's wool chinchilla cloth. Here is your favorite shawl collar, raglan shoulders, welt edge patch pockets, adjustable cuffs. Milium insulated rayon and acetate taffeta lining. Length about 34 inches. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses' sizes 8, 10, 12, 14, 16, 18. Size charts on page 100. State size. Shipping wt. 6 lbs.*  
 17 G 03875 - Red \$26 98 17 G 03877 - Beige \$26 98  
 17 G 03876 - Peacock blue 26 98 17 G 03878 - Camel blue 26 98

**IMPORTANT:** New Faster Service from Chicago. Now all fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. See inside back cover for details on Sears Easy Forms.



COLOR SWATCHES  
for Page 4



A Rayon Velvet (black only)  
Cotton Velveteen

COLOR SWATCHES  
for Page 5



B Pure Virgin Wool Polished Zibeline  
Our Best and Better Qualities

C Pure Virgin Wool Polished Zibeline

COLOR  
SWATCHES  
for Page 8



A 100% Sheep's Wool Chinchilla Cloth

COLOR SWATCHES  
for Page 10



A Pure Virgin Wool Luxury Push

COLOR SWATCHES for Page 11



B 100% Sheep's Wool  
Chinchilla Cloth

C Pure virgin Wool  
Suede Cloth

D Pure Virgin Wool  
Pincheck

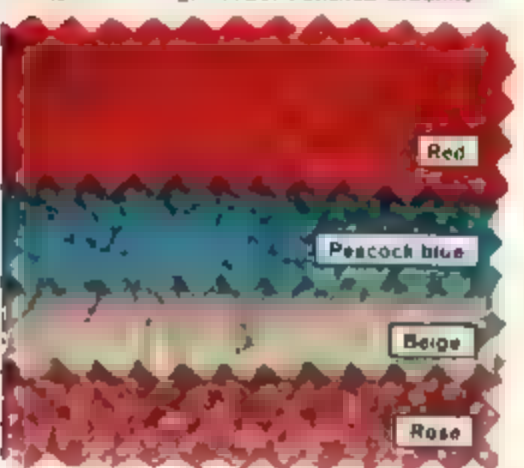


FOR EASY COLOR SELECTIONS, this page contains the colors of the fabrics of all coats on pages 14, 15, 32 and 33. For quick identification each of these pages is reproduced in miniature

COLOR SWATCHES  
for Page 14



A Pure Virgin Wool Polished Zibeline



B 100% Sheep's Wool Chinchilla Cloth

COLOR SWATCHES for Page 15



C Pure Virgin Wool Tweed



D Pure Virgin Wool Polished Zibeline

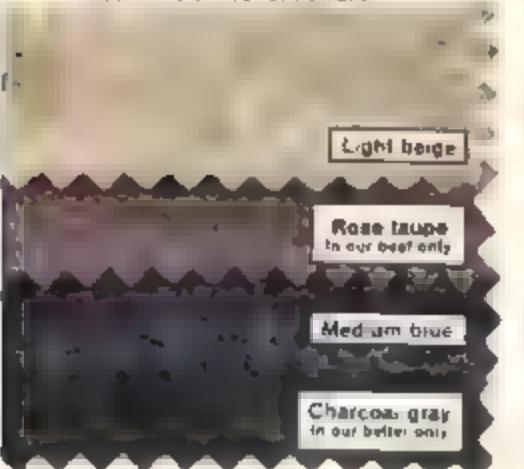


E Wool-surfaced Boucle

COLOR SWATCHES  
for Page 32



A 80% Wool, 20% Cashmere  
90% Wool, 10% Cashmere



B 100% Pure Virgin Wool  
Our Best and Better Qualities

COLOR SWATCHES for Page 33



C 100% Sheep's Wool Chinchilla Cloth



D Pure Virgin Wool Boucle Tweed



E Pure Virgin Wool Polished Zibeline



# GAY, STIMULATING OUTDOOR FASHIONS

Extra warmly lined

**A** WATER-REPELLENT COTTON POPLIN with lining of 50% alpaca and 50% wool woven onto cotton back (face 52%, back 48% of total fabric wt.) Sleeve lining is wool quilted to rayon twill. Knit wristlets. Length about 35 in. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. Size charts, page 100. *State size*. Shpg. wt. 4 lbs.  
17 GU7030—Natural beige 17 GU7031—Bright red  
17 GU7032—Charcoal gray ..... Each \$13.98

**B** THE POPULAR LOBAN-STYLE COAT in 90% wool and 10% imported cashmere fleece. Collar converts into hood. Lined with "Glass-Glo," a fiber-glass lining quilted to rayon and acetate iridescent taffeta. Tab and toggle closings. Welt stitch trim. Length about 32 inches.  
*Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. See size charts on page 100. *Please state size*. Shipping weight 5 pounds.  
17 GU7033—Light beige 17 GU7034—Bright red  
17 GU7035—Peacock blue ..... Each \$19.98  
Also in REPROCESSED WOOL yarn-dyed gray. See topper and lining description above. *State size above*.  
17 GU7035—Dark gray. Shipping weight 5 lbs. \$16.98

**C** PURE WOOL FLEECE. Dyed mouton processed to collar. Lined with 50% alpaca and 50% wool on cotton knit back (face 52%, back 48% of total fabric wt.). Sleeve lining is wool quilted to rayon taffeta. Cotton knit wristlets. Length about 32 inches.  
*Juniors' sizes* 9, 11, 13, 15, 17. *Misses' sizes* 10, 12, 14, 16, 18, 20. Size charts on page 100. *Please state size*. Shipping weight 5 pounds.  
17 G U7039—Light beige, brown fur ..... \$21.98  
17 G U7040—Bright red, gray fur ..... 21.98  
17 G U7041—Peacock blue, gray fur ..... 21.98

**D** HOMESPUN TYPE TWEED in 85% wool and 15% nylon with lining of DuPont Fiber E rayon (a deep, fur-like fabric) on cotton knit back. Sleeve lining is wool quilted to acetate taffeta. Length about 32 in. *Juniors' sizes* 9, 11, 13, 15, 17. *Misses' sizes* 10, 12, 14, 16, 18, 20. See size charts on page 100. *State size*. Shpg. wt. 5 lbs.  
17 G U7045—Black and white mixture ..... \$21.98  
17 G U7046—Brown and white mixture ..... 21.98

**E** PURE WOOL FLEECE with dyed mouton processed lamb collar. Lining is 50% alpaca and 50% wool on cotton knit back (face 52%, back 48% of total fabric weight). Sleeve lining is wool quilted to rayon taffeta. Cotton knit wristlets.  
*Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. Length about 32 in. Size charts on page 100. *State size*. Shipping wt. 5 lbs.  
17 G U7036—Light beige, brown fur ..... \$19.98  
17 G U7037—Bright red, gray fur ..... 19.98  
17 G U7038—Peacock blue, gray fur ..... 19.98  
*Little Misses' sizes* 85, 105, 125, 145, 165 for the shorter miss 5 ft. 3 1/2 in. or under in stocking feet. Length about 28 inches. Size chart on page 14. *Please state size*. Shipping weight 5 pounds.  
17 G U7050—Light beige, brown fur ..... \$19.98  
17 G U7051—Bright red, gray fur ..... 19.98  
17 G U7052—Peacock blue, gray fur ..... 19.98

**F** OUR BEST PURE WOOL FLEECE with dyed mouton-processed lamb collar. Lining of 50% alpaca and 50% wool on cotton knit back (face 52%, back 48% of total fabric wt.). Sleeve lining is wool quilted to acetate taffeta. Cotton knit wristlets. Length about 36 inches. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. Size charts on page 100. *Please state size*. Shipping weight 5 pounds.  
17 G U7042—Light beige, brown fur ..... \$16.98  
17 G U7043—Bright red, gray fur ..... 24.98  
17 G U7044—Peacock blue, gray fur ..... 24.98

**G** WRAP COAT with self tie belt. Fine water repellent cotton poplin. Fully lined with 100% alpaca pile on cotton knit back (face 65%, back 35% of total fabric wt.). Huge collar converts into hood. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. See size charts on page 100. *State size*. Shpg. wt. 6 lbs.  
17 G U7027—Natural beige, brown alpaca pile ..... \$29.98  
17 G U7028—Charcoal gray, gray alpaca pile ..... 29.98  
17 G U7029—Bright red, gray alpaca pile ..... 29.98

**IMPORTANT . . . New Faster Service from Chicago** Now all fashions are stocked in Chicago and shipped from Chic.  
Note: For Sears Easy Terms, see inside back cover.

24 SEARS, ROEBUCK AND CO.



8) 90% Wool and 10% Cashmere Fleece \$19.98 Yarn-Dyed Gray Woolen \$16.98 MOUNTAIN MISSIES

121 68  
11 1/2 1/2 1/2  
11 1/2 1/2 1/2  
11 1/2 1/2 1/2





D

\$21.98  
cash, \$2.50 down  
Junior and  
Misses sizes



See descriptions on opposite page



E

\$19.98  
Junior and  
Misses sizes  
Petite Misses  
sizes



G

\$29.98  
cash \$3 down  
Junior and  
Misses sizes

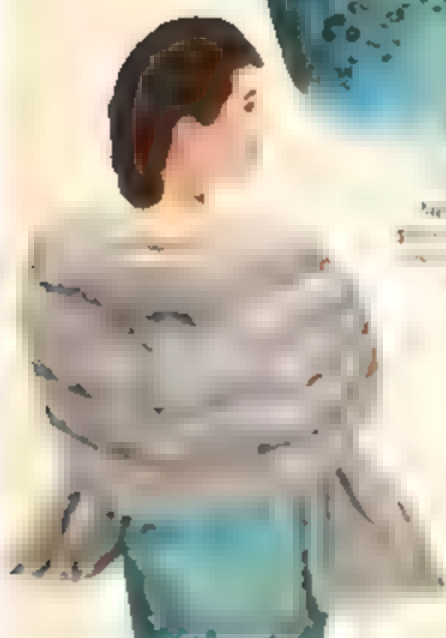


F

\$24.98  
cash, \$3 down  
Junior and  
Misses sizes

\* See Fabric Samples at Sears Catalog Sales  
Offices. For more information, write to:  
Sears and Roebuck, Dept. 100, Chicago, Ill.  
60680. For a free catalog, send \$1.00 to:  
Sears Catalog Sales, Dept. 100, Chicago, Ill.  
60680.





A FAIRY  
 \$100.00  
 \$10.00  
 \$10.00  
 \$10.00

# MAGNIFICENT MINK

\$100.00  
 \$10.00  
 \$10.00  
 \$10.00

\$100.00  
 \$10.00  
 \$10.00  
 \$10.00

\$100.00  
 \$10.00  
 \$10.00  
 \$10.00





8  
 \$115.98  
 cash price  
 \$5.00 down,  
 \$10.00 monthly  
 Up to 12 months  
 to pay  
 Mises sizes

Misses  
 sizes

Misses  
 sizes

**A** \$93.98  
 cash price  
 \$9.50 down,  
 \$8.00 monthly  
 Up to 7 months  
 to pay

**C** \$97.98  
 cash price  
 \$7.00 down,  
 \$10.00 monthly  
 Up to 15 months  
 to pay

## WEAR A GLAMOROUS FUR STOLE for a Dramatic Fashion Impression

*Dyed Muskrat . . Dyed Let-out Marmot with Natural Mink Tails Dyed Let-out Muskrat*

**A** Your Choice of rich, genuine northern flank muskrat or brown-dyed muskrat carefully worked into a lovely, generously sized stole. Lined with fine chromspun acetate with expensive-looking design. *Mises sizes* small (10-12) to large (14-16) to extra large (16-18).  
**P17 G 0833E**—Silver gray or brown flank muskrat  
**P17 G 0834E**—Brown northern back muskrat  
 Shpg. wt. 4 lbs. Total cash price, each \$93.98

**B** DYED LET-OUT MARMOT—Fur Origin China—carefully trimmed with a set of removable mink tails. Fur Origin United States. The pelts are expertly crafted into a stunning stole to complement any dress in your wardrobe. Novelty patterned lining. *Mises sizes* small (10-12) to medium (14-16) to large (16-18). *Please state correct size.* Shipping weight 4 lbs.  
**P17 G 0835E**—Brown Total cash price \$115.98

**C** EXCEPTIONALLY FINE EXAMPLE of the furrier's art is this dyed northern let-out muskrat. Sleek, glaucous silk-like skins painstakingly worked into a lovely stole worthy of the most important fashion circles. Its Chromspun acetate lining is beautifully patterned. *Mises sizes* small (10-12) to medium (14-16) to large (16-18). Shipping weight 4 lbs.  
**P17 G 0832E**—Brown.... Total cash price \$197.98

## Sumptuous Pastel, Silverblue or Ranch NATURAL MINK CAPE STOLES

Choose sumptuous new pastel or silverblue or the rare natural colors that have been developed by selective breeding for generations. You may prefer the lovely deep-toned, natural mink's edge had you a variety of colors. Each stole has a convenient pocket inside the lining.

**D** NEW! A VERY IMPRESSIVE STOLE of fabulous, prime quality mink pelts carefully manipulated and overlapped to create an unusual and highly fashionable cow print design. Lined with fine chromspun acetate with lovely silverblue design. *Mises sizes* small (10-12) to medium (14-16) to large (16-18).  
**P17 G 0828E**—Silverblue Total cash price \$499.00  
**P17 G 0829E**—Pastel medium Total cash price \$499.00  
 Fur prices include 10% Federal Excise Tax. Items on these two pages are shipped from Philadelphia. Order and pay postage from your Sears Mail Order Department. Sears Easy Terms are available on orders totaling \$20 or more. See back cover for complete details.

**E** THE FINEST LET-OUT MINK STOLE. These are the minks that are entrusted only to the most highly skilled fur craftsmen with the touch of an artist in order to match, sew and fashion these precious skins into beautiful fur masterpieces. Available in a variety of colors. Lined with fine chromspun acetate with curving rows of fabulous mink. Lined with novelty patterned silk. *State Mises sizes* small (10-12) to medium (14-16) to large (16-18). Shpg. wt. 4 lbs.  
**P17 G 0824E**—Pastel (med. brown) Total cash price \$599.00  
**P17 G 0825E**—Silverblue Total cash price \$599.00  
 These stoles are used than in let-out type stole above and are available in a variety of colors. Shpg. wt. 4 lbs.  
**P17 G 0826E**—Ranch (dark brown) Total cash price \$599.00  
**P17 G 0827E**—Pastel med. brown Total cash price \$599.00  
**P17 G 0828E**—Silverblue Total cash price \$599.00





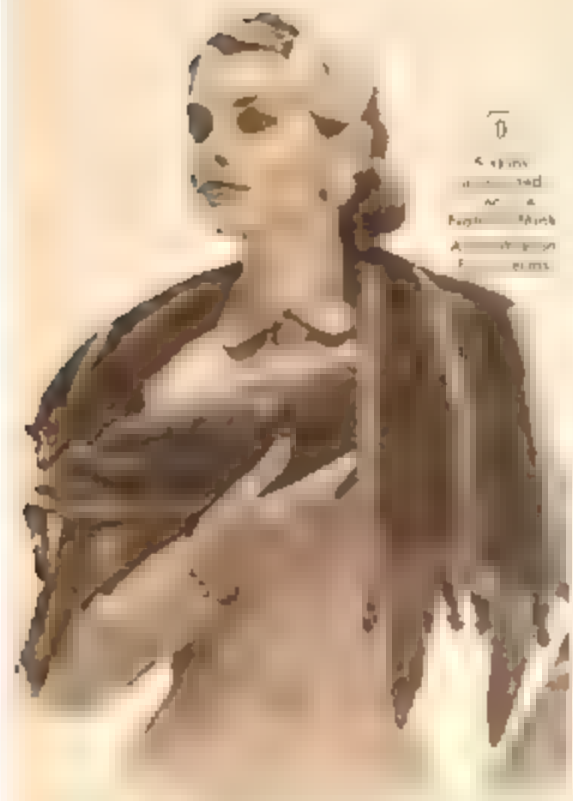
**A** \$131.98 cash, tax included  
 \$13.50 down, \$10.00 monthly  
 Up to 3 months to pay  
 Minkes 1.20%

**B** Dyed Mouton-processed lamb  
 Long sleeve coat  
 14" x 24" collar  
 \$49.98 cash  
 \$4.99 down, \$3.50 monthly  
 Up to 3 months to pay  
 Minkes 1.20%

**C** \$135.98 cash  
 tax included  
 \$4 down, \$5 monthly  
 up to 7 months to pay  
 Minkes 1.20%  
 Women's 1.20%

## THOSE LOVELY "LITTLE FURS"

*You'll wear the year 'round for that distinctive look of elegance*



**D**  
 4" wide  
 14" x 24" collar  
 \$49.98 cash  
 \$4.99 down, \$3.50 monthly  
 Up to 3 months to pay  
 Minkes 1.20%

### Let-out Dyed Marmot Cape

**A** For the China Glamour  
 Capelet  
 \$49.98 cash  
 \$4.99 down, \$3.50 monthly  
 Up to 3 months to pay  
 Minkes 1.20%

### Dyed Mouton-Processed Lamb

**B** Silk like thickly furred pelts in your  
 choice of colors or the sensational new charcoal gray  
 Its lovely rolled collar adapts itself to  
 your mood or the weather wear jacket  
 or vest  
 \$49.98 cash  
 \$4.99 down, \$3.50 monthly  
 Up to 3 months to pay  
 Minkes 1.20%

### Dyed Rabbit Sling Cape

**C** Fur Origin—Australia  
 A rare exceptional luster and  
 extremely good looking. Select  
 grade skins are uniform in size  
 expertly dyed and matched Flat  
 taringly styled, with roll collar  
 a graciously flared back Length  
 about 26 inches Chromspun  
 acetate lining  
 Men's size 10, 12, 14, 16, 18  
 20 Women's sizes 38, 40, 42, 44  
 state size Shpg wt 4 lbs  
 P17 G 0804E—Brown  
 Total cash price \$35.98

### 3, 4, 5 SKIN FUR SCARFS in NATURAL MINK or DYED SQUIRREL

**D**  
 4" wide  
 14" x 24" collar  
 \$49.98 cash  
 \$4.99 down, \$3.50 monthly  
 Up to 3 months to pay  
 Minkes 1.20%

SIZE CHART FOR MISSES' FUR COATS							
Closet size	8	10	12	14	16	18	20
Length	37	38	39	40	41	42	43
Width	34	35	36	37	38	39	40

SIZE CHART FOR WOMEN'S FUR COATS				
Closet size	28	40	42	44
Length	41	43	45	47
Width	37	39	41	43
Armhole	47	49	51	53





## Our Most Luxurious FULL-LENGTH FUR COATS

combine prime fur pelts, master  
furrier workmanship, excellence  
of style . . . at thrifty prices

### Our Best Black-dyed Persian Lamb

**A** Fur Origin: Russia. A most tempting  
fur fashion in the glorious, dreamy fur  
that's as practical as it is stylish . . . extra  
fine, lustrous, deep-dyed black Persian  
lamb . . . tightly curled and skilfully  
worked into a beautiful soft-draping coat.  
Lovely roll collar, deep adjustable cuffs.  
Rich lining of fine silk has distinctive de-  
sign in keeping with the excellent quality  
of the coat. In addition, coat has arm  
shields and wind cuffs.

*Misses' sizes* 10, 12, 14, 16, 18, 20 . . . about  
15 inches long *Women's* 38, 40, 42, 44  
about 46 inches long. Size charts, opposite  
page. *State size.* Shpg. wt. 11 lbs.

#17 G 0848E—Black . . . total cash price  
includes 10% Fed. Excise Tax) \$399.00

**OUR BETTER BLACK-DYED PERSIAN LAMB**  
Fur Origin: Southwest Africa. Same style  
as above. Rayon and acetate lining. See  
page above. *State size.* Shpg. wt. 11 lbs.

#17 G 0805E—Black . . . total cash price  
includes 10% Fed. Excise Tax) \$325.00

### Northern Let-out Dyed Muskrat

**B** Choice, prime quality Northern  
muskrat skins specially selected for  
their rich, deep, thick furry texture  
dyed to perfection. Styled in the simple,  
enduring classic silhouette with lovely roll  
collar, full length sleeves and adjustable  
cuffs. Attractively patterned lining of  
Thermaplan acetate. In addition, coat has  
arm-shields and wind cuffs. Length about  
5 inches. *Misses' sizes* 10, 12, 14, 16, 18,  
20. Size chart on opposite page. *State size.*  
shpg. wt. 9 lbs.

#17 G 0837E—Brown . . . total cash price  
includes 10% Fed. Excise Tax) \$479.00

Our items on these two pages are shipped  
from Philadelphia. Order and pay postage  
on your Sears Mail Order house. Buy  
our furs on Sears Easy Payment Plan.  
See inside back cover for details.

Misses and  
Women's sizes

Misses  
sizes

**A**  
PERSIAN LAMB  
OUR BEST

\$399.00  
cash, tax included  
\$40 down,  
\$17.00 monthly  
Up to 24  
months to pay

OUR BETTER  
\$325.00  
cash, tax included  
\$32.50 down,  
\$7.00 monthly  
Up to 17  
months to pay

**B**  
NORTHERN LET OUT  
DYED MUSKRAT  
\$479.00  
cash, tax included  
\$48.00 down, \$21.00 monthly  
up to 24 months to pay





**B** \$ 200.98  
 \$ 5.00 down  
 \$ 10.00 month  
 Misses \$ 10.00



**A**  
 Full length  
 \$200.98 cash  
 \$5.00 down  
 \$10.00 month  
 Misses \$10.00  
 Women \$10.00

**\$189.00** or **D**  
 \$ 5.00 down  
 \$ 10.00 month  
 Misses \$ 10.00



**C**  
 Full length  
 \$220.98 cash  
 \$5.00 down  
 \$10.00 month  
 Misses \$10.00  
 Women \$10.00

## STUNNING DYED NORTHERN MUSKRATS IN TWO LENGTHS

### Hollander Dyed Northern Back Muskrat

Length	Color	Price
A	Very blue gray white	\$ 200.98
B	Very blue gray white	\$ 189.00
C	Very blue gray white	\$ 220.98

### Moonglow Dyed Northern Flank Muskrat

Length	Color	Price
A	Very blue gray white	\$ 200.98
B	Very blue gray white	\$ 189.00
C	Very blue gray white	\$ 220.98





**A**  
Our Best  
Dyed Rabbit  
\$98.98 each tax  
included  
\$10 down, \$9 monthly  
Up to 11 months to pay  
Our Better  
Dyed Rabbit  
\$65.98 each tax  
included  
\$7 down, \$6 monthly  
Up to 11 months to pay  
Misses and  
Women's sizes



**B**  
Brown  
\$65.98 each tax  
included  
\$7 down, \$6 monthly  
Up to 11 months to pay  
Charcoal gray  
\$7.98 each tax  
included  
\$7.50 down, \$7 monthly  
Up to 10 months to pay  
Misses sizes



**C**  
Charcoal gray  
\$93.98 each tax  
included  
\$9.50 down, \$8 monthly  
Up to 12 months to pay  
Brown  
\$87.98 each tax  
included  
\$9 down, \$8 monthly  
Up to 11 months to pay  
Misses sizes

Brown  
\$98.98 each tax  
included  
\$10 down, \$9 monthly  
Charcoal gray  
\$104.98 each tax  
included  
\$10.50 down, \$9 monthly

Misses  
sizes



**E**  
\$31.98 each tax  
included  
\$3.50  
down  
\$3.00  
monthly

**RICH BROWN-  
DYED RABBIT**  
In two Qualities

## DYED MOUTON-PROCESSED LAMB

First Time at Sears . . your choice of Four Lengths

Sears is noted for the beauty and excellence of its dyed mouton-processed lamb. We take pride in offering what we believe to be the best values obtainable in this type fur . . rich, glowing shades, wonderfully soft and luxurious. All coats expertly made, with adjustable cuffs, taped armholes, necklines and pockets. Fashioned in tasteful, basic, classic styles good for years to come. Lined with fine Chromspun acetate . . and for extra value and comfort, all have armshields and wind cuffs.

**D TOPPER WITH ROLL COLLAR.** Length about 32 inches.  
Misses' sizes 8, 10, 12, 14, 16, 18, 20.  
Size chart on page 28. State size.  
P17 G 0844E—Logwood (dark) brown.  
Shpg. wt. 9 lbs. Total cash price \$65.98  
P17 G 0847E—Charcoal gray Shpg. wt. 9 lbs. . . . . Total cash price \$71.98

**C TOPPER WITH SHAWL COLLAR.** Length about 36 inches.  
Misses' sizes 8, 10, 12, 14, 16, 18, 20.  
Size chart on page 28. State size.  
P17 G 0844E—Charcoal gray Shpg. wt. 9 lbs. . . . . Total cash price \$93.98  
P17 G 0845E—Logwood (dark) brown.  
Shpg. wt. 9 lbs. Total cash price \$87.98

**D THREE-QUARTER LENGTH COAT** Length about 40 in. Pointed wing collar. State Misses' size 8, 10, 12, 14, 16, 18, 20. Size chart on page 28.  
P17 G 0842E—Logwood (dark) brown Shpg. wt. 9 lbs. Total cash price \$98.98  
P17 G 0843E—Charcoal gray Shpg. wt. 9 lbs. . . . . Total cash price \$104.98

**E FULL-LENGTH COAT** Length about 44 inches. Shawl collar. In sizes for both misses and women.  
Misses' sizes 10, 12, 14, 16, 18, 20  
Women's sizes 38, 40, 42, 44 Size charts, page 28. Please state size.  
P17 G 0812E—Logwood (dark) brown Shpg. wt. 10 lbs. Total cash price \$131.98

Prices of furs include 10% Federal Excise Tax  
See inside back cover for Sears Easy Terms.

Misses and  
Women's sizes

FORKING PAGE 31, FURS



# IMPORTANT FABRIC AND FASHION NEWS

For Women and Shorter Women

Precious wools in the most wanted weaves of the new season . . . all with a tone of richness, elegance and fashion-rightness . . . featuring the graceful silhouette

**A** EXCEPTIONALLY FINE BLEND of pure virgin wool (80%) and prime quality imported cashmere (20%) . . . so preciously soft and rich it looks and feels like 100% cashmere. Lovely, enduring classic lines enhanced by stitched trim at shoulders and picked edging on notched-back shawl collar, front facing and adjustable cuffs. Acetate satin lined. All wool interlined.

Women's sizes 38, 40, 42, 44, 46. Shorter Women's 16½, 18½, 20½, 22½, 24½, 26½. See size charts, page 100. State size. Wt. 7 lbs. 17GU2512—li. beige 17GU2513—Med. gray 17GU2514—Black Each . . . \$44.98

Also in 90% Virgin Wool and 10% Cashmere. Same style as above with rayon twill lining and stitched reused wool interlining. See sizes above. State size. Shipg. wt. 7 lbs.

17GU4500 Light beige . . . \$32.98  
17GU4501 Medium gray . . . \$32.98

**B** OUR FINEST MILUM LINED 100% PURE VIRGIN WOOL in a new, soft, luxury plush fabric with a subtle lustrous sheen. Exquisitely fashioned with a pointed "V" yoke in back. Hand picked edge on the pointed collar . . . with new sleeve interest, stylishly narrowed at the wrist. Milum insulated crepe-back acetate and rayon satin lining.

Women's sizes 34, 36, 38, 40, 42, 44

Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. See size charts on page 100. State size. Shipping weight 7 pounds.

17GU2516—li. beige 17GU2517—Rose taupe 17GU2518—Med. blue Each . . . \$49.98

Also: Our Better 100% Pure Virgin Wool. Same style as above with rayon twill lining and stitched reused wool interlining. Sizes above. State size. Shipping weight 7 lbs.

17GU4503 li. beige 17GU4504—Charcoal gray 17GU4507—Med. blue Each . . . \$32.98

**C** MILUM LINED. BRIGHT STARS on the fashion horizon . . . 100% sheep's wool chinchilla cloth with its neat, pebbly texture and crisp colors . . . presented in a coat of un-mistakable classic beauty, with a pointed collar, notched cuffs, and a fine lining of acetate satin that's Milum insulated.

Shorter Women's sizes 12½, 14½, 16½, 18½, 20½, 22½. See size chart on page 100. State size. Shipping weight 7 pounds.

17GU2520—Peacock blue 17GU2521—Rose 17GU2522—Medium gray Each . . . \$39.98

**D** 100% PURE VIRGIN WOOL BOUCLÉ. Tweeds are on the ascendancy for the new season . . . and few are more in demand than this lovely textured, two-color tweed styled to your liking in your favorite shawl collar silhouette with tapering sleeves and butterfly cuffs. Handsomely lined with rayon and acetate taffeta, stitched reused wool interlining. Reasonably priced.

Women's sizes 34, 36, 38, 40, 42, 44. Larger Women's 46, 48. Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½. See size charts on page 100. State size. Shipping wt. 7 lbs.

17GU4509—Black and white . . . \$29.98  
17GU4510—Brown and white . . . 29.98  
17GU4511—Copen blue and black . . . 29.98

**E** POLISHED ZIBELINE of pure virgin wool . . . smooth and sophisticated . . . dressy and elegant . . . employs stitching to its best fashion advantage . . . it adorns front and back yoke, collar and cuffs in a most unique way. Comfortable silhouette with controlled fullness. Rayon and acetate taffeta lining. Stitched reused wool interlining.

Shorter Women's sizes 12½, 14½, 16½, 18½, 20½, 22½, 24½. See size chart on page 100. State correct size. Shipping weight 7 pounds.

17GU4514—Med. gray 17GU4515—Beige 17GU4516—Med. blue 17GU4517—Black Each . . . \$29.98

**IMPORTANT** New Faster Service from Chicago. Now all fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. See inside back cover for details on Sears Easy Terms.



**A**  
80% Wool,  
20% Cashmere  
\$44.98  
cash, \$4.50 down  
Women's and Shorter Women's sizes

**B**  
100% Virgin Wool  
Our Finest  
\$49.98  
cash, \$5.00 down  
Women's and Shorter Women's sizes

For more information than you would pay for elsewhere, in the department, our better quality fabrics are available at the very best quality prices. Use Sears Easy Terms.



C  
 \$39.98  
 each, \$4.00 down  
 Shorter Women's  
 sizes



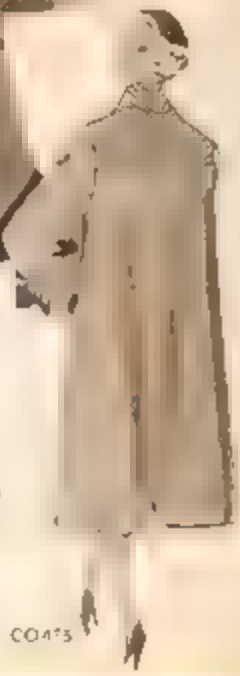
D  
 \$29.98  
 each, \$4.00 down  
 Women's and Children's  
 sizes



E  
 \$29.98  
 each, \$4.00 down  
 Shorter Women's  
 sizes

See descriptions  
 on opposite  
 page

For other Women's Coats,  
 see pages 3, 5 and 37



See the colors of coats shown on these two pages on page 23



## KERRYBROOKES for Women and Shorter Women

*Adapted for the budget and fashion-minded from the season's smartest silhouettes to impart a young and slim look . . . and cost so little*

**A**  
\$22.98  
cash, \$2.50 down

**A** Two-TONE HARMONY in gray yarn-dyed coating of premium grade reprocessed wool. Expertly tailored, it's a truly versatile fashion at a thrifty price. It converts from a buttoned beauty into a stunning tuxedo with nary a buttonhole showing because they are concealed in the seam of the facing. Collar, facing and cuffs trimmed in contrasting tone. Rayon and acetate iridescent taffeta lined. Stitched reprocessed wool interlined.  
Women's sizes 34, 36, 38, 40, 42, 44.  
Shorter Women's 12½, 14½, 16½, 18½, 20½, 22½. Size charts, page 100. *State size.* Shpg. wt. 7 lbs.  
17 G U4524 Dark gray with light gray trim \$22.98  
17 G U4525 Light gray with dark gray trim \$22.98

**B** THE NEW FLARE are a crisp, happy fashion vogue . . . dark backgrounds are richly enlivened with scattered, brightly colored nubs and the entire surface delicately frosted with white. It's an attractive, economical fabric of 90% reprocessed wool and 10% viscose rayon. Traditional styling combined with controlled fullness for a full 36 silhouette. Lined with rayon and acetate iridescent taffeta. Interlined with stitched reprocessed wool.  
Women's sizes 34, 36, 38, 40, 42, 44.  
Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½. Size charts on page 100. *State size.* Wt. 6 lbs.  
17 G U4504-Slate dk. blue, \$22.98  
17 G U4505-Black . . . 22.98  
17 G U4506-Dark brown . . . 22.98

**B**  
\$22.98  
cash, \$2.50 down

**C** A SMALL CHECK that bears big fashion interest because it's soft and subdued in deference to good taste and current fashion edicts . . . done for you in pure virgin wool at a thrifty price. Stylishly detailed with a lovely V yoke in back, shawl collar and adjustable cuffs. Rayon and acetate iridescent taffeta lined. Interlining is stitched reprocessed wool.  
Women's sizes 34, 36, 38, 40, 42, 44.  
Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½. Size charts on page 100. *State size.* Shpg. wt. 6 lbs.  
17 GU4500-Beige . . . \$21.98  
17 GU4501-Light gray . . . 21.98  
17 GU4502-Powder lt. blue 21.98

**C**  
\$2.98  
cash, \$2.50 down  
For Bag, see Page 65

**IMPORTANT . . . New Faster Service from Chicago.** Now all fashions stocked in and shipped from Chicago to give you faster service.

See Fabric Samples at Sears Catalog Sales Office . . . Friendly clerk will help you in your selections and ordering details. See pages 1477 to 1481 for phone numbers and locations of Sears Catalog Sales Offices.

## Our Big SUNSHINE OR SHOWER

*Fashion story begins here*

*Everything that's New and Fashion  
Right! All are water-repellant  
including linings. All coats on this  
page have Milum insulated linings.  
(More on next 2 pages.)*

*Sizes for Juniors and Misses*

**A** FINE PINWALK COTTON CORD-  
ROY casual adorns its deep  
cuffs with buttons for stylish ac-  
cent. Insulates its acetate and ray-  
on lining with Milum for extra  
any-weather comfort... and adds  
a matching hat for rainy day pro-  
tection. Storm tab. *Juniors' sizes 7,  
9, 11, 13, 15, 17. Misses' sizes 8,  
10, 12, 14, 16, 18. See size charts  
on page 100. Please state size.*  
Shipping weight 4 lbs.

17 G U7625-Bright red ... \$12 98  
17 G U7626-Turquoise blue... 12 98  
17 G U7627-Copper rust ... 12 98

**B** NOVELTY RAYON AND ACETATE  
FABRIC displays "brushed"  
stripe effect for a most interesting  
pattern. Side entrance pockets in-  
troduce original note in the form  
of overlapping triangle-shaped  
self-fabric trim with button deco-  
ration. Rayon and acetate lining is  
Milum insulated. Matching bat  
Storm tab.

*Juniors' sizes 7, 9, 11, 13, 15, 17.  
Misses' sizes 8, 10, 12, 14, 16, 18.  
See size charts on page 100. State size.*  
Shpg wt 4 lbs.

17 G U7646 - Black background  
with rose and white \$19 98  
17 G U7647 - Black background  
with peacock blue and white \$19 98

**C** CONVERTIBLE COLLAR CLASSIC  
in sturdy, solid color cotton  
poplin. Top half of lining is solid  
color Milum insulated rayon and  
acetate iridescent taffeta, lower  
half is multicolor plaid rayon and  
acetate taffeta. Concealed fly front  
button closing. Complete with  
"fisherman's" hat.

*Juniors' sizes 7, 9, 11, 13, 15, 17.  
Misses' sizes 8, 10, 12, 14, 16, 18.  
See size charts on page 100. State size.*  
Shipping weight 3 lbs.

17 G U7629-Natural beige. \$12 98  
17 G U7630-Navy blue... 12 98

**D** NOW, THE FEMININE AND FIT-  
TED SILHOUETTE has invaded  
the rainwear scene in a new  
princess-waist guise other than the  
familiar trench coat. Here it is  
represented in rayon and acetate  
gabardine showered with tiny vel-  
veray figures. Novel harmonizing  
color contour belt is leather-like  
plastic. Milum insulated taffeta  
lining of rayon and acetate. With  
matching hat. Storm tab. *Misses'  
sizes 8, 10, 12, 14, 16, 18. See size  
chart on page 100. State size.*  
Shipping weight 4 pounds.

17 G U7639-Navy blue \$19 98  
17 G U7640-Dark gray... 19 98  
17 G U7641-Black ..... 19 98

Sears Easy Terms are available.  
See inside back cover

**B**  
Coat and Hat  
\$19 98  
Juniors and  
Misses sizes

**A**  
\$12 98  
Coat and Hat  
Juniors and  
Misses sizes

**C**  
\$12 98  
Coat and Hat  
Juniors and  
Misses sizes

**D**  
\$19 98  
Coat and Hat  
Misses sizes



Continuing Our Versatile and Fashion-right Assortment  
**SUNSHINE OR SHOWER FASHIONS**

Water-repellent, including 100% 4 oz. rayon flannel

**A** CALIFORNIA-LOOKED homespun type cotton tweed, sensational best seller Matching hat Adjustable cuffs. Medium insulated rayon and acetate iridescent taffeta lined. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. Size charts, page 100. *State size*. Shpg. wt. 4 lbs.  
 17 G U7412—Brown and white . . . \$19.98  
 17 G U7413—Black and white . . . 19.98  
 17 G U7414—Turquoise blue and brown . . . 19.98

**B** New, FASHION-WISE brushed rayon and acetate tweed with collar that converts to hood. Medium insulated rayon and acetate iridescent taffeta lined. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. Size charts on page 100. *State size*. Shpg. wt. 4 lbs.  
 17 G U7654—Black and white mixture . . . \$24.98  
 17 G U7655—Brown and white mixture . . . 24.98  
 17 G U7656—Cuprous and blue mixture . . . 24.98

**C** ALL WOOL DONEGAL-TYPE TWEED Medium insulated rayon and acetate iridescent taffeta lining. Cuffs adjust. Size charts, pg. 100. Wt. 4 lbs. *Misses' sizes* 10, 12, 14, 16, 18, 20. *State size*.  
 17 G U7637—Black and white mixture . . . \$26.98  
 17 G U7638—Navy and white mixture . . . 26.98  
 17 G U7639—Beige and white mixture . . . 26.98

**D** COAT AND HAT in pinwale cotton corduroy. Umbrella and lining in harmonizing striped rayon and acetate taffeta. Adjustable cuffs. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. See size charts on page 100. *Please state size*. Shpg. wt. 4 lbs.  
 17 G U7632—Bright red . . . 17 G U7634—Dark green  
 17 G U7633—Peacock blue . . . Each . . . \$16.98  
 *Petite Misses' sizes* 8½, 10½, 12½, 14½, 16½, 18½.  
 Size chart, page 14. *State size*. Shpg. wt. 4 lbs.  
 17 G U7660—Bright red . . . \$16.98  
 17 G U7661—Peacock blue . . . 16.98

**E** RAYON AND ACETATE FLANNEL COAT AND HAT Fish and net design. Harmonizing solid color rayon and acetate iridescent taffeta lining. Umbrella. Shipping weight 4 pounds. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. See size charts on page 100. *Please state correct size*.  
 17 G U7650—Medium gray . . . \$9.98  
 17 G U7651—Light brown . . . 9.98  
 *Petite Misses' sizes* 8½, 10½, 12½, 14½, 16½, 18½.  
 Size chart, page 14. *Please state correct size*.  
 17 G U7671—Medium gray . . . \$19.98  
 17 G U7672—Light brown . . . 19.98

**F** RAYON AND ACETATE GABARDINE COAT AND HAT Umbrella, lining, adjustable cuffs and collar in harmonizing striped rayon and acetate taffeta. *Juniors' sizes* 9, 11, 13, 15, 17. *Misses' sizes* 10, 12, 14, 16, 18, 20. Size charts, page 100. *State size*.  
 17 G U7624—Navy blue . . . 17 G U7626—Copper tan  
 17 G U7627—Black . . . Each, Wt. 4 lbs. . . \$16.98  
 *Women's sizes* 38, 40, 42, 44. Size chart on page 100. *Please state size*. Shipping weight 4 lbs.  
 17 G U7687—Navy blue . . . \$17.98  
 17 G U7688—Black . . . 17.98

**G** RAYON AND ACETATE FLANNEL with woven designs. Adjustable cuffs. Matching hat. Medium insulated rayon and acetate taffeta lined. Size charts, page 100. Shpg. wt. 4 lbs.  
 *Misses' sizes* 8, 10, 12, 14, 16, 18. *State size*.  
 17 G U7643—Dark gray, gold color design . . . \$19.98  
 17 G U7644—Medium blue, pink design . . . 19.98  
 17 G U7645—Med. brown, blue design . . . 19.98  
 *Women's sizes* 38, 40, 42, 44, 46. *State size*.  
 17 G U7664—Dark gray, gold color design . . . \$21.98  
 17 G U7665—Medium blue, pink design . . . 21.98  
 17 G U7666—Med. brown, blue design . . . 21.98

**H** NEW BELTED TRENCH STYLE COTTON POPLIN Multicolor plaid lining of rayon and acetate taffeta. Self fabric belt. Matching hat. *Juniors' sizes* 7, 9, 11, 13, 15, 17. *Misses' sizes* 8, 10, 12, 14, 16, 18. Size charts, page 100. *State size*. Wt. 3 lbs.  
 17 GU7675—Natural beige . . . 17 GU7676—Navy blue  
 17 GU7677—Light aqua green . . . Each \$16.98

**IMPORTANT . . . New Faster Service from Chicago:** Now all fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. Sears Easy Terms on inside back cover



**B**  
 \$24.98  
 each, \$2.50 down  
 Juniors and  
 Misses sizes

THESE  
 3 COATS  
 MEDIUM LINED



**A**  
 \$19.98  
 Coat and  
 Hat  
 Juniors  
 and  
 Misses  
 sizes



**C**  
 \$26.98  
 each,  
 \$2 down  
 Misses  
 sizes

D

\$16 98

Coat, Hat and  
Umbrella  
Juniors and  
Misses sizes,  
Also Petite  
Misses sizes



E

\$19 98

Coat, Hat and  
Umbrella  
Juniors and  
Misses sizes  
Also Petite  
Misses sizes



F

Coat, Hat and  
Umbrella

\$16 98

Juniors and  
Misses sizes

\$17 98

Women's sizes



G

Coat and Hat

\$9 98

Misses sizes

\$21 98

cash, \$2 50 down

Women's sizes

WILSON LINED



H

\$16 98

Coat and  
Hat

Juniors and  
Misses sizes

See opposite  
page for  
descriptions





Our Greatest Variety Ever .

Suit Wonders to Make Your Selections Easy

## Here Are Our Best BOXY SUITS

featuring the easy-to-wear silhouette in all  
its most glamorous aspects . . Misses' sizes

**A 3-PIECE ENSEMBLE** This is a fine example of the extent of the versatility of this up-to-the-minute fashion idea . . . boxy jacket in a delightful two-tone plaid of 100% sheep's wool chinchilla cloth, skirt blouse and belt in wonder-wearing pure wool kasha flannel. Jacket about 25 inches long lined with rayon and acetate crepe. Dry clean.  
Misses' sizes 8, 10, 12, 14, 16. See size chart on page 100. Please state size. Shipping weight 4 lbs.  
17 G U8000—Black and white plaid, black flannel  
17 G U8001—Brown and white plaid, brown flannel  
3-piece ensemble . . . . . \$39.98

**B 3-PIECE ENSEMBLE** MILITUM LINED, a fashion gem to sparkle in your wardrobe with the slim look prevailing throughout. Coat and sheath skirt in pure wool tweed boucle, blouse in knit wool jersey. The trio stars as a unit or does wonders when mated to your other fashion items. Coat lined with Milium insulated rayon and acetate taffeta. Dry clean.  
Misses' sizes 8, 10, 12, 14, 16. See size chart on page 100. Please state size. Shipping weight 5 lbs.  
17 G U8013—Black and white, black wool jersey blouse  
17 G U8014—Brown and white, brown wool jersey blouse  
3-piece ensemble . . . . . \$45.00

**C STRAIGHT AND SLIM** is the style theme of this fashionwise two-piece. It's enriched by genuine suede leather trim on collar, pockets of jacket and skirt. The front and back seaming further contribute to its tall, slim look. A grand tweed of 85% wool, 10% imported cashmere, 5% silk. Jacket about 23 inches long, rayon and acetate taffeta lined. Dry clean.  
Misses' sizes 10, 12, 14, 16, 18. See size chart on page 100. Please state size. Shipping weight 3 pounds.  
17 G U8015—Charcoal gray, red suede leather trim  
17 G U8016—Light beige, brown suede leather trim  
17 G U8017—Navy blue, navy suede leather trim  
2-piece ensemble. (Blouse shown not included.) \$19.98

**D TWO-PIECE COSTUME** a stunning slim jacket over back zipped sleeveless sheath jumper that truthfully interprets the important empire look . . . both in rich a 1 wool tweed. Harmonizing . . . wool knit at neckline, front and wrist of the bracelet-length push-up sleeves. Jacket about 22 inches long. Rayon and acetate taffeta lined. Dry clean.  
Misses' sizes 8, 10, 12, 14, 16. See size chart on page 100. Please state size. Shipping weight 3 lbs.  
17 G U8018—Black and white . . . . . \$19.98  
17 G U8019—Brown and white . . . . . 19.98

**E 3-PIECE ENSEMBLE** all in two-tone plaid woolen tweed, with the jacket and blouse both lined with rayon and acetate taffeta . . . both also display coin-size button closing. Additional interest is found in the wide tab trim on jacket sides and in the novel neck and sleeve cross trim on the blouse. The new fabric with its frosty flecks is woven of 90% reprocessed wool and 10% new wool. Jacket about 26 in. long. Dry clean.  
Misses' sizes 8, 10, 12, 14, 16. See size chart on page 100. Please state size. Shipping weight 4 lbs.  
17 G U8010—Red and black . . . . . \$24.98  
17 G U8011—Medium blue and black . . . . . 24.98  
17 G U8012—Copper rust and black . . . . . 24.98

### FABULOUS ODYNA STOLE

**F Fashion's Newest Accessory** . . MILITUM LINED adds the look of luxury to every item in your wardrobe . . . especially your suits. Made of miracle Dynel and Orlon®, it mimics expensive fur in color and texture, even has to be cleaned like fur. Milium insulated acetate satin lining. Misses' sizes small (8-10) medium (12-14), large (16-18). Size chart on page 100. In STRIPES, Sizes above. Please state size. Shipping weight 4 pounds.  
17 G U1984—Silver-gray tones . . . . . \$44.98  
In SOLID COLOR. Sizes above. State size. Wt. 4 lbs.  
17 G U1986—Blonde beige . . . . . \$29.98  
17 G U1987—Platinum gray . . . . . 29.98

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**A**  
\$39.98  
cash \$4.00 down  
3-Piece  
Ensemble

**B**  
\$45.00  
cash \$4.50 down  
3-Piece  
Ensemble

\*DuPont trademark for acrylic fibers



**E**  
\$24.98  
cash \$5.00 down  
3 Piece  
Ensemble

**C**  
\$19.98  
2 Piece  
Ensemble

**D**  
\$9.98  
2 Piece  
Ensemble

**F** →  
Striped Odyna  
\$44.98  
cash \$4.50 down  
Solid Odyna  
\$29.98  
cash \$3 down

See descriptions on opposite page

W'S PAGE 29 SUITS



## The Flattering FITTED SUIT

*provides a subtle curve, a sheath look  
or a tiny waist — and all with  
easy wearability a prime factor*

These are our finest fitted suits in misses' sizes and feature our best workmanship including full inner facings of tailors' convex, handmade buttonholes and moulded hipline.

**A** THE SMARTEST WAY to dress up this gorgeous new tweed of pure virgin wool worsted is found in the unique buttoned-trimmed scalloped detail at the lapel. Rayon and acetate crepe lined jacket about 24 inches long. Misses' sizes 10, 12, 14, 16, 18, 20. See size chart on page 100. State size. Shpg. wt. 3 lbs. 17 G 08802—Black and white \$19.98 17 G 08803—Brown and white 39.98

**B** PURE VIRGIN WOOL SPLASH WEAVE is a top number in the fabric hit parade. Here it is simply expressed in a tasteful suit with slot seam strap on the collar as a sprightly new ashura idea—definitely a suit destined for a very active life. Jacket lined with rayon and acetate crepe, about 23 inches long. Misses' sizes 10, 12, 14, 16, 18, 20. See size chart on page 100. State size. Shpg. wt. 3 lbs. 17 G 08827—Peacock blue \$19.98 17 G 08828—Charcoal gray 19.98 17 G 08829—Copper brown 19.98

**C** A P-O-H FINE, Closely Woven pure virgin wool worsted flannel is used to express the soft, feminine fashion mood of the moment. The jacket curves gently, its novel collar, tab trim and pockets also employ the same theme. Rhinestone ornaments spark the left tab. Rayon and acetate crepe lined jacket about 24 inches long. Misses' sizes 10, 12, 14, 16, 18. Size chart page 100. Please state size. Shpg. wt. 3 lbs. 17 G 08807—Medium gray \$29.98 17 G 08808—Medium blue 29.98 17 G 08809—Medium brown 29.98

**D** CREEK SURFING is both dressy and practical of finely woven crease resistant rayon and acetate. It adapts itself to all manner of detail such as seen in the intricate tucking at the bottom of the jacket front. Button trim on the front panel of the straight skirt. Rayon and acetate crepe lined jacket about 23 in. Misses' sizes 10, 12, 14, 16, 18, 20. See size chart on page 100. State size. Shpg. wt. 3 lbs. 17 G 08821—Light gray \$16.98 17 G 08822—Medium brown 6.98 17 G 08823—Medium blue 6.98

**E** PURE VIRGIN WOOL WORSTED SHEEN GARABDINE varies the usual crisp, tailored look by paneling the front most effectively and adding a rhinestone-trimmed gold-color ornament. Lined with rayon and acetate crepe. Jacket about 23 inches long. Misses' sizes 10, 12, 14, 16, 18, 20. Size chart on page 100. State size. Shpg. wt. 3 lbs. 17 G 08804—White 17 G 08805—Beige 17 G 08806—Vase blue Each \$29.98

**F** THE WAIST TIEY the hip moulded, the skirt softly full and swishy—It's the strictly feminine way to look in a suit. An especially nice quality of flannel woven of 80% virgin wool and 20% miracle Dacron. Jacket lined with rayon and acetate crepe, about 23 inches long. Misses' sizes 10, 12, 14, 16, 18. Size chart on page 100. State size. Shpg. wt. 3 lbs. 17 G 08830—Charcoal gray \$19.98 17 G 08831—Medium gray 19.98 17 G 08832—Dark brown 19.98

**IMPORTANT** New Foster Service from Chicago. Now all fashions stocked in and shipped from Chicago to give faster delivery service. Sear's Easy Term—see inside back.



A  
\$19.98  
Misses' sizes

B  
\$19.98  
Misses' sizes

See Fabric Samples at Sears Catalog Sales Offices



E

\$29.98

cash, \$3.03 down  
Misses sizes

C

\$29.98

cash, \$3.10 down  
Misses sizes

D

\$16.98

Misses sizes

F

\$19.98

Misses sizes

See also... on page 41

41 PAGE 41 SUITS



# ALL THAT'S NEW AND FASHION RIGHT... AT THRIFTY PRICES

*The New Flecks Your Favorite Solids... in Figure-following  
Silhouettes or Straight Boxy Lines... Misses' sizes*

**A** A WEALTH OF INTRICATE TUCKING on collar, with the addition of tiny buttons on hips and cuffs distinguishes this fitted classic in crease-resistant, worsted like rayon and acetate flannel. Jacket about 25 inches rayon and acetate crepe lined. *State Misses' size 10, 12, 14, 16, 18, 20. Size chart on page 100. Shipping weight 3 lbs.*

17 G 08834 -Medium blue... \$17 98  
17 G 08837 -Medium brown... 17 98  
17 G 08838 -Dusty teal blue-green... 17 98

**B** EXEMPLIFYING THE NEWEST in detail.

It's fine, crease-resistant rayon and acetate crepe with curved pockets in front, plus half belt and clever back flap on the jacket. A series of pleats topped by button-trimmed band highlights the back of skirt. Jacket about 23 inches long, lined with rayon and acetate taffeta. *State Misses' size 10, 12, 14, 16. Size chart on page 100. Shipg. wt. 3 lbs.*

17 G 08839 -Charcoal gray pink splash  
17 G 08840 -Dark brown beige splash  
17 G 08841 -Medium blue white splash  
Each... \$12 98

**C** 3-PIECE ENSEMBLE. Dark toned pure wool flannel sprinkled with fine white flecks for the mandarin collared jacket and skirt. Multi-colored knit cotton striped blouse. Jacket about 23 in., has 3-quarter length sleeves, rayon and acetate taffeta lined. Dry clean.

*Misses' sizes 10, 12, 14, 16. Size charts on page 100. State size. Shipping weight 4 lbs.*  
17 G 08000 -Black 17 G 08001 -Navy blue  
17 G 08002 -Dark brown... Each \$12.98

**D** THE FORWARDIAN FEELING expressed in a great all 'rounders - rich pure wool tweed tastefully tailored in the simple, straight boxy lines adaptable for career, campus, city or country. Large flaps (no pockets) and a touch of rayon velvet on the collar are smart fashion accents. Jacket about 23 inches long rayon and acetate taffeta lined. *State Misses' size 10, 12, 14, 16, 18. Size chart, page 100. Shipg. wt. 3 lbs.*

17 G 08843 -Medium gray, black velvet  
17 G 08846 -Medium blue, black velvet  
17 G 08847 -Copper rust, brown velvet  
Each... \$17 98

**E** FROSTY-FLECKED pure wool flannel displays a pom-pom-trimmed neck cord. Pocket flaps (no pockets) on front are repeated for fashion interest in back. Jacket about 23 in. long, lined with rayon and acetate taffeta. *Misses' sizes 8, 10, 12, 14, 16. Size charts, page 100. State size. Wt. 3 lbs.*

17 G 08850 -Spice brown (medium) \$12 98  
17 G 08851 -Medium gray... 12 98  
17 G 08852 -Teal blue... 12 98

**F** VERY UNUSUAL and exceedingly smart flecked wool tweed - the straight boxy silhouette adds a distinctive collar of dyed moulton-processed lamb, tailors the front with a curving panel and the back with a novel button-trimmed flange. Jacket about 23 in., rayon and acetate taffeta lined. *State Misses' size 8, 10, 12, 14, 16. See size chart on page 100. Shipping wt. 3 lbs.*

17 G 08853 -Medium gray, gray fur  
17 G 08854 -Teal blue, gray fur  
17 G 08855 -Spice brown (med.); brown fur  
Each... \$14.98

**G** RICH-TEXTURED PURE VIRGIN WOOL. Tweed strikes an original note by using self-fabric tabs and wood toggle closings on the jacket, also harmonizing striped cotton jersey is used to line the face-framing detachable hood. Jacket about 23 inches long lined with rayon and acetate taffeta. *State Misses' size 8, 10, 12, 14, 16. See size chart on page 100. Shipping wt. 3 lbs.*

17 G 08842 -Spice brown (medium) \$16 98  
17 G 08843 -Medium gray... 16 98  
17 G 08844 -Teal blue... 16 98

**IMPORTANT** New Faster Service from Chicago  
Now all fashions stocked in and shipped from Chicago to give you much faster service.  
Easy Terms on inside back cover



**C**  
\$13 98  
3-Piece Ensemble

**A**  
\$17 98

**B**  
\$12 98



D  
\$2.98

E  
\$12.98

F  
\$14.98

G  
\$16.98

See descriptions on opposite page

• See Fabric Samples at Sears Catalog Sales Office. Friendly clerks will help you in your selections and will handle all ordering details. See pages 477 to 48 for phone numbers and locations of Sears Catalog Sales Offices.



## YOUTHFULLY-YOURS KERRYBROOKES

Suits with the fitted, moulded lines — or the boxy silhouette... for the graceful trim look that fashion decrees for Fall '56 — our finest workmanship including tailor's canvas interfacings, handmade buttonholes. Rayon and acetate crepe lined jackets. 5 gone, sag-resisting shirts with deep hems, front pleats.

**A** THE INDISPENSABLE TAILORED SUIT that reflects fashion's skillful adaptation of the classic to the modern tempo. Note the gentle roll of the collar, the subtle curve at the hip. Our finest wool worsted sheer gabardine. Rhinestone ornament. *Shorter Women's size* 14½, 16½, 18½, 20½, 22½, 24½. Jacket about 24 inches long. *Women's size* 34, 36, 38, 40, 42, 44. Jacket about 25 inches long. See charts, page 100. *State size.* Shpg. wt. 4 lbs. 17 G 08500 Navy blue 17 G 08501—Black 17 G 08502—Beige Each . . . \$33 98

**B** A MASTERFUL SERIES OF FRONT TUCKING creates a beautiful front yoke — tucking repeats on the pocket edges — and it's functional too, for it imparts an illusion of height and slenderness — an ideal mating of fashion with practicality. Our finest pure worsted wool flannel that's heavenly soft and rich. Jacket about 24 inches long. *State Shorter Women's size* 12½, 14½, 16½, 18½, 20½, 22½. Size chart, page 100. Shpg. wt. 4 lbs. 17 G 09500 Medium gray 17 G 09501 Med. blue 17 G 09502 Medium brown Each . . . \$34 98

**C** A SUIT with all those little refinements of good taste — like the scroll and arrowhead trim across the front at the pockets — even the shape of the collar — elides the commonplace by forming a curve below the notch. In our best worsted wool crepe. Jacket is about 24 in. long. *State Shorter Women's size* 14½, 16½, 18½, 20½, 22½, 24½. Size chart on page 100. Shpg. wt. 4 lbs. 17 G 09503 Navy blue 17 G 09504 Dk. green 17 G 09505 Dk. brown Each . . . \$29 98

THE BOXY JACKET SET is all its loveliness with the jacket falling naturally to meet the straight skirt — all to make you seem taller, slimmer, more graceful, yet enjoying the casual comfort for which boxy suits are famous. In a rich blend of fine virgin wool — 80% — and rayons that 20%. Jacket about 24 in. long. *Shorter Women's size* 14½, 16½, 18½, 20½, 22½, 24½. Size chart, page 100. *State size.* Shpg. wt. 4 lbs. 17 G 09506 Light cocoa brown . . . \$21 98 17 G 09507 Medium blue . . . 21 98 17 G 09508 Wine red . . . 21 98

THE ENSEMBLE is right at the height of its popularity. Here we present this wonderful, versatile and economical idea in a glamorous wool tweed for the jacket and its companion skirt. The blouse is in harmonizing color of rayon and acetate crepe to match the jacket lining. Wear as go-togethers or let each team up with other items in your wardrobe. Jacket about 36 in. Dry Clean. *State Shorter Women's size* 14½, 16½, 18½, 20½, 22½, 24½. Size chart, page 100. Shpg. wt. 4 lbs. 17 G 09510 Medium gray . . . \$24 98 17 G 09511 Medium brown . . . 24 98

**IMPORTANT** Now Faster Service from Chicago. Now all fashions are stocked in Chicago and shipped from Chicago to give you much faster delivery service. Sears Fast Terms inside back cover.



**B**

134 98

each \$3.50 down  
Shorter Women's  
size

Ordering: See page 1477 to 1480 for phone numbers and locations of Sears Catalog sales offices.



for bag,  
see page 44

C

\$29.98  
cash \$3.00 down  
Shorter Women's  
sizes

D

\$21.98  
cash \$2.50 down  
Shorter Women's  
sizes

E

\$24.98  
cash \$2.50 down  
3 Piece Ensemble  
Shorter Women's  
sizes

See descriptions on opposite page



Economical Take-offs on the Most Glamorous 1956 Fall Suits

## Fashioned for the BUDGET CONSCIOUS

Included are Women's and Shorter Women's Sizes

**A** LOVELY CREASE-RESISTANT rayon and acetate crepe suiting for a simple little suit that achieves fashion importance with a welt-stitched and embroidered "dot" motif for sunburst effect in front plus additional "dot" trim at the pockets. Jacket about 24 inches long, rayon and acetate crepe lining. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. *Women's sizes* 34, 36, 38, 40, 42, 44. Size chart, page 100. *State size* Shpg. wt. 4 lbs. 17 G U9518—Light gray 17 G U9519—Med. brown 17 G U9520—Medium blue Each..... \$17.98

**B** SLIM-LOOK BOXY SUIT in 90% wool and 10% imported cashmere, in a glow with fashion excitement via its simulated jeweled trapunto on cardigan front. Exceedingly sound buy at this Sears low price. Jacket about 24 in., rayon and acetate taffeta lining. *Shorter Women's sizes* 12½, 14½, 16½, 18½, 20½, 22½. Size chart, page 100. *State size* Shpg. wt. 4 lbs. 17 G U9521—Black 17 G U9522—Moss green (med.) 17 G U9523—Peacock blue..... Each \$19.98

**C** THRILLING SUIT NEWS expressed in closely spaced rows of stitched trim in two novel front panels and each topped by a clever little tab (crease-resistant rayon and acetate flannel that looks like pure worsted). Jacket about 23 inches long, lined with rayon and acetate crepe. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. Size chart, page 100. *State size* Shpg. wt. 4 lbs. 17 G U9515—Light gray 17 G U9516—Med. brown 17 G U9517—Medium blue Each..... \$19.98

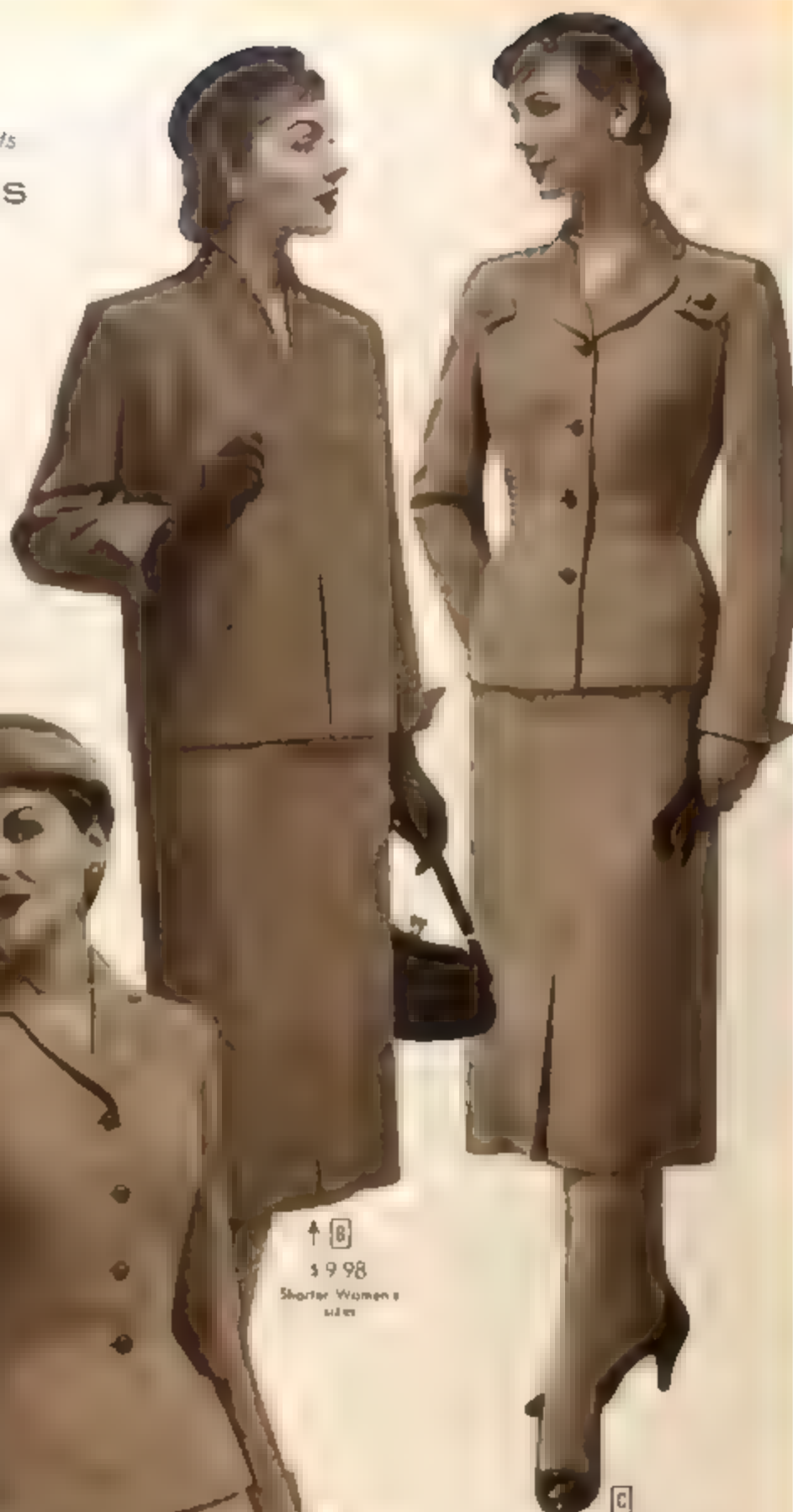
**D** YOUR FAVORITE Classic silhouette with the simple uncluttered lines that never exceed the bounds of good taste. It's done in the mode of today with extra emphasis on the feminine, softer look. A lovely ribbed suiting of crease-resistant rayon and acetate that resembles worsted. Jacket about 24 inches long, rayon and acetate taffeta lining. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. Size chart, page 100. *State size* Shpg. wt. 4 lbs. 17 G U9526—Deep blue 17 G U9528—White 17 G U9527—Spice brown (medium)..... Each \$19.98

**E** ANOTHER VERSION OF THE FAMED CLASSIC, points to collar, adds rhinestone decorated tabs at the bust and slants its pockets... all in a most effective fashion. Nicely tailored in a smart, crease-resistant quash weave rayon and acetate crepe. Jacket about 23 inches long, rayon and acetate taffeta lined. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. Size chart, page 100. *State size* Shpg. wt. 4 lbs. 17 G U9529—Charcoal gray with pink \$2.98 17 G U9530—Dark brown with beige 2.98 17 G U9531—Navy blue with light blue 12.98

**F** THE FLATTERING LINES of the popular boxy jacket suit interpreted in a new, interesting tweed woven of wool (81%), nylon (11%), cotton and rayon (8%). It has a pleasing background of flecked multicolor pastel nubs. Jacket about 24 inches long, lined with rayon and acetate taffeta. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. *Women's sizes* 34, 36, 38, 40, 42, 44. Size charts on page 100. *Please state size* Shipping weight 4 lbs. 17 G U8507—Charcoal gray 17 G U8508—Dk. brown 17 G U8509—Avocado (medium) green Each \$19.98

**G** NEW HOMESPUN-TYPE SPLASH WEAVE in a boxy version with city and country airs. Woven of 85% wool fortified with 15% nylon. Decorative flaps indicate where you'd ordinarily find pockets (there's a small change pocket above the right flap). Jacket about 24 in., rayon and acetate taffeta lined. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. Size charts, page 100. *State size* Shpg. wt. 4 lbs. 17 G U9532—Charcoal gray with pink splash \$16.98 17 G U9533—Dark brown with pink splash... 16.98

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**B**  
\$19.98  
Shorter Women's sizes

**C**  
\$19.98  
Shorter Women's sizes

**A**  
\$17.98  
Women's and Shorter Women's sizes



**W**

\$2.98

Shorter Women's sizes



**E**

\$2.98

Shorter Women's sizes



**F**

1/2 98

Women's and Shorter Women's sizes



**G**

\$16.98

Shorter Women's sizes

See descriptions on opposite page

• See Fabric Samples at Sears Catalog Sales Offices. Friendly clerks will help you in your selections and will handle all ordering details. See pages 1477 to 1481 or phone numbers and names of Sears Catalog Sales Offices.





\$26.98  
cash, \$3 down  
Sizes  
10 to 18

\$22.98  
cash, \$2.50 down  
Sizes  
12 to 20

## Presenting THE HIGH FASHION DRESS IN SILK FAILLE

**PRINCESS SHEATH AND ROLERO IN PURE SILK FAILLE**... an exquisite ensemble in an exquisite, finely ribbed fabric with a crisp texture and soft sheen. This flattering smooth-line dress has a handsomely detailed scoop-neck with rhinestone ornaments; long back zipper; 2-gore skirt back. Brief bolero has smart cutaway front to give you the ultra-fashionable Empire-look... semi-lining of rayon taffeta. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes 10, 12, 14, 16, 18. Please measure; order your correct size.*

31 G U7721—Navy blue.....\$26.98    31 G U7722—Black.....\$26.98

**NEW BACK-SWEPT SHEATH IN PURE SILK FAILLE**... very fashionable silhouette in an elegant, finely ribbed fabric with a crisp texture and subtle luster. This smart sophisticated dress is very new, very flattering... has a smooth elongated bodice, long hipline accented by pockets in front and bow in back. Back-swept skirt has unpressed pleats. Becoming square-neck in front, shallow scoop-neck in back; tapered sleeves; long back zipper. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes 12, 14, 16, 18, 20. Order correct size.*

31 G U7724—Navy blue.....\$22.98    31 G U7725—Black.....\$22.98





**\$22.98**  
each, \$2.50 down  
Sizes  
10 to 18

**\$16.98**  
Sizes  
12 to 20  
**\$17.98**  
Sizes  
12T to 20T

Mats shown on this page  
may be ordered from  
this catalog . . see index

## Presenting THE EMPIRE-LOOK IN NEW TWEEDS

**RICHLY TEXTURED WOOL AND SILK** . . a beautiful blend of 55% wool and 45% silk with smart black and white nubs . . one of our newest, most expensive fabrics. This very handsome dress has a smooth elongated midriff with high bodice detail for the ultra-fashionable Empire look . . very new, very flattering. Skirt has 2-gore back, kick pleat; sideseam pockets. Long back zipper; rhinestone ornament. Semi-lining of rayon taffeta. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes 10, 12, 14, 16, 18. Order correct size.*

31 G U7727-Medium gray \$22.98 31 G U7728-Taupe (med.) brown \$22.98

**BEAUTIFUL RAYON AND SILK** . . subtly lustrous fabric in a rich new nub-and-stripe weave. This ultra-fashionable dress has high bodice detail for a smooth elongated line . . an easy-to-wear interpretation of the new Empire look. Flared 5-gore skirt; hand bound buttonholes. Dry clean.

*Misses' sizes 12, 14, 16, 18, 20. Measure; order correct size. Shpg. wt. 3 lbs.*  
31 GU7731-Gray with black 31 GU7732-Cocoa brown with black. Ea. \$16.98  
*Tall Misses' 12T, 14T, 16T, 18T, 20T. Order correct size. Shpg. wt. 3 lbs.*  
31 GU7781-Gray with black 31 GU7782-Cocoa brown with black. Ea. \$17.98

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\$16.98  
 Sizes  
 10 to 18  
 9 to 17



\$16.98  
 Sizes  
 12 to 20

## Presenting THE "EARLY EVENING" DRESS

VERSATILE DRESS AND BOLERO IN NEW MIRACLE FABRIC... beautiful blend of Chromspun acetate and nylon with a crisp texture and a soft iridescent sheen. The alluring halter-top dress has a tucked midriff, full-sweep 8-gore skirt. The button-up bolero is new short length. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes 10, 12, 14, 16, 18; Juniors' sizes 9, 11, 13, 15, 17.*

31 G 07733—Dusty aqua blue  
 31 G 07735—Black

31 G 07734—Beige  
 Order correct size... 2 pieces \$16.98

SOPHISTICATED DRESS IN BEAUTIFUL BROCADE... rich, expensive looking rayon and cotton fabric with a woven self-color design; elegantly simple dress with scallops all around the neckline... 3/4 dolman sleeves, very new and smart in semi-formal fashions. Full-flaring skirt. Glitter buttons, tail trim on sleeves. Dry clean. Shpg. wt. 3 lbs. *Misses' sizes 12, 14, 16, 18, 20.*

31 G 07736—Ivory  
 31 G 07738—Light blue

31 G 07737—Mauve pink  
 Order correct size... Each \$16.98

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\$15.98  
Sizes  
12 to 20

\$14.98  
Sizes  
10 to 18,  
9 to 17

Not illustrated  
is sold in this  
catalog . . . see index

## Presenting THE LASTING BEAUTY OF CRISP FAILLE

THE DRAMATIC CONTRAST OF JERSEY AND FAILLE . . . bodice is 100% pure wool jersey; skirt is finely ribbed Chromspun acetate faille that keeps its crispness, its color and its soft sheen. Softly gathered neckline has new tab closing with hand bound buttonholes; smart dolman sleeves. Full-swept skirt flares out prettily over an attached crinoline petticoat of red nylon net. Rhinestone-studded belt buckle and buttons. Dry clean. Shpg. wt. 3 lbs. Only in Misses' sizes 12, 14, 16, 18, 20. Measure; order correct size.

31 G U7739—Black . . . \$15.98      31 G U7740—Navy blue, . . . \$15.98

ONE COSTUME WITH MANY SURPRISING VARIATIONS . . . 3 exciting parts to combine many ways for many different outfits. Princess sheath and dolman sleeve jacket are Chromspun acetate faille that keeps its crispness, color and sheen. Brief white bolero is washable cotton birdseye pique . . . has bow, glitter buttons. Dress has back kick pleat; fabric belt (not shown). Dry clean. Misses' sizes 10, 12, 14, 16, 18; Juniors' 9, 11, 13, 15, 17.

31 G U7742—Black      31 G U7743—Navy      31 G U7744—Deep brown  
Shipping weight 3 lbs. Order correct size . . . 3-piece outfit \$14.98

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